

# Humboldt Lodging Alliance

Meeting of the Board of Directors

Minutes

Wednesday July 29, 2020 10AM

Zoom Meeting

Present: Chris, Alpesh, Jayshree, Lisa, Sherry, Jeff, Pritesh, Gary, Nil, Shailesh, John, Lowell, Marc, Chuck

- 1) **Call to Order.** Meeting is called to order by Chris.
- 2) **Agenda Approval.** Reviewed and approved with a unanimous vote. (Chris/Alpesh)
- 3) **Board Minutes Approval.** Minutes from December 11, 2019 were reviewed and approved with a unanimous vote. (Lisa/Chris)
- 4) **Financial Statement.** HLA 2020 financials and Community Funding Opportunity Marketing Funds through June 2020 were reviewed and approved with a unanimous vote. (Sherry/Chris)
- 5) **2020/2021 Board Election Results.** Chris gave a report on the election results and introduced the new board members: Alpesh Natha from the Quality Inn in Eureka and Lisa Melvin from the Best Western Inn Arcata. The following board members were reelected: Gary Stone, Jayshree Patel, Jeff Durham, Lowell Daniels, Marc Rowley, John Porter, and Mike Caldwell. The HLA 2020/2021 Board of Directors now consists of Chris Ambrosini, Mark Carter, Kelly Martin, Alpesh Natha, Jayshree Patel, Nil Patel, Gary Stone, Lisa Melvin, Shailesh Patel, Sherry Potter, Jeff Durham, Pritesh Patel, Lowell Daniels, Marc Rowley, Mike Caldwell, Jeannie Jacobs, and John Porter.
- 6) **Board Additions:** Discussion around Donna Hufford's resignation. Kristina Sepulveda, GM of Holiday Inn Express in McKinleyville, is suggested as a candidate to replace Donna on the board.
- 7) **Executive Committee Slate:** Discussed adding Executive Committee members.
- 8) **Report on the Board of Executive Committee actions.**

Chris gave a report on the reduction of Tbid properties as of January 1,2020. Chris explained that lodging businesses with less than 5 units are no longer paying into the Tbids.

Chris introduced Chuck Leishman as the new Marketing Consultant of HLA with an independent contractor agreement. Chuck discussed his experience and goals for HLA.

Chuck discussed the Standing Tall campaign and provided an overview.

Chuck and Chris led a discussion on the appointment of a committee to partner with HCVB on tourism marketing for the county. The committee consists of John, Chris, Marc and Chuck.

Chris reported on suspension of community funding thru October in response to COVID.

Chuck reported on a social media coordinator budget for Visit Humboldt.

**9) Director Reports.** Board members had a general discussion regarding the COVID impact on hotels in the county.

**10) Public Comment.** No public comments.

Meeting adjourned.