

# HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS

WEDNESDAY, JULY 30, 2014, 1-3 PM

RED LION HOTEL, 1929 FOURTH STREET, EUREKA, CALIFORNIA

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

## Agenda

1. **Welcome and Introductions** Welcome new board members Brad Laws, Neil Patel and Mike Reinman. Thanks to outgoing board members Raul Ainardi and Mike Morgan.
2. **Election of HLA board officers\*** (Chair, Chair-elect, Vice-Chair, Secretary-Treasurer) and four At-large directors to form the Executive Committee.
3. **Agenda Approval.** Approve/modify the following agenda for July 2014
4. **April, 2014 Board Minutes\***. Requested Action: Approve the April 2014 Board Minutes as-is or amended.
5. **Unfinished Business**
6. **Financial Statement\***. Receive report on HLA June 30, 2014 financial statement and Community Funding/Opportunity Marketing Funds. This is the year-end or annual report on finances for the 2013-2014 fiscal year. Requested action: Approve June report.
7. **Hiring Committee Report.** John Porter, Lowell Daniels and Gary Stone. Report on recruiting progress for an HLA Marketing Manager, and committee recommendations.
8. **Executive Committee Report.** Chris Ambrosini will provide an update on the issues and discussions held by the Executive Committee in the past few months. Requested action: receive report, ask questions.
9. **Destination Video Project.** Malcolm deSoto will present a preview of destination video shot in the past three months. (15 min) Requested action: receive presentation and provide feedback.
10. **Destination Photography Project.** Gary Todoroff will report on his work over the past months and present selected images. (15 min) Requested action: receive presentation and provide feedback.
11. **Tourism Industry Report.** Tony Smithers will share the latest data on occupancy, room rates, trends, etc. in Humboldt County and some competing destinations. Requested action: receive report and discuss.
12. **Visitors Bureau Report** An update on marketing activities and results at the Humboldt County Convention & Visitors Bureau, including the bureau's leadership in securing funds for the airline minimum revenue guarantee. With regards to this last project, Tony Smithers will make two proposals to the HLA board:
  - a. Request funding of \$100,000 in fiscal year 2014-2015 for Google ad words, which the bureau has had to cut from its budget to fund its share of the airline revenue guarantee
  - b. Request a contribution of \$70,000 (over two years) from the HLA toward the airline revenue guarantee
13. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
14. **Public Comment.** Members of the public may address the board on topics not included in the agenda
15. **Adjourn at 3:00 pm**