**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY, July 6, 2022**

**10am via Zoom**

**Minutes**

**Executive Committee attendance:** Chris Ambrosini, Nil Patel, Gary Stone, Mike Caldwell, Jeff Durham, Lowell Daniels.

**Other Attendees:** Diana Rios, of Humboldt County, Jeff Reed, Redwood Parks Conservancy, Matt Kolbert,

1. CALL TO ORDER 10:07am
2. ACTION ITEMS
3. AGENDA APPROVAL**:** Motion to approve Agenda for July 6 by Jeff Durham, and Lowell Daniles: Voted and approved unanimously.
4. MEETING MINUTES Motion to approve Meeting Minutes for June 1 by Mike Caldwell, and Jeff Durham: voted and approved unanimously.
5. FINANCIALS: Motion to approve financials from 6/22 by Jeff Durham, and Lowell Daniels: voted and approved unanimously.
6. FUNDING REQUEST: Jeff Reed of Redwood Parks Conservancy presented a request for $1000 in funding for the 33rd annual Candlelight Walk. After discussion, Lowell Daniels and Jeff Durham moved to approve funds from the Northern Humboldt fund. Motion approved 6-0 in a hand count by Chris, Jeff, Lowell, Gary, Nil, Mike, Jeff
7. Discussion Items
8. Board Elections ballot discussion:

Chris led a discussion on the HLA Board election committees 2022-2024 slate of candidates, and next steps for the election.

Per Chris, the letter was approved by the election committee(Nil, Chris, and Chuck) and will be emailed to members. Members have 30 days to respond with another candidate(s) with a petition from at least 25% of the membership needed to place a candidate on the ballot. After 30 days, if no other candidates are nominated by the members, a special meeting of the board will be called, and the ballot will be ratified by the HLA secretary/ treasurer.

1. Matt from Misfit will provided an update on the marketing and branding campaign. Matt mentioned after a request from Chris that he would send videos and demos in a dropbox file.

**1V.** COMMITTEE REPORT- No committee reports were given

**V.** PUBLIC COMMENT

1). Lindsey Jones the executive director of the Willow Creek Chamber mentioned that she would be interested in forming a public committee to assist in making funding decisions for Willow Creek now that Marc Rowley was no longer the director of HLA East. Chris explained that HLA directors who are owners or General Managers of Hotels are eligible for election to the Board. It would be up to HLA Directors in any given HLA region to establish a public committee, but a committee does not have the fiducial authority to make funding decisions for HLA.

**V1.** ADJOURNMENT