

**Minutes of the Executive Committee of the Humboldt Lodging Alliance, meeting Wednesday, July 8, 2015 at the Red Lion Hotel, Eureka, California**

Present: Lowell Daniels, Gary Stone, Chris Ambrosini, John Porter, Mike Caldwell, Brad Laws, John Porter.

Tony Smithers, Shailesh Patel, Matt Kolbert

The meeting was called to order at 1:09 pm. The minutes of the June meeting were examined and approved (Porter/Stone/unanimous)

The agenda for the July meeting was approved as is.

Tony Smithers presented the June 30, 2015 financial statement for the committee's review. In examining the assessments collected by the different jurisdictions, it was noted that the City of Fortuna assessments were much lower than they had been the previous year. Smithers explained that he had been in contact with the Fortuna City Manager and was told that one of the larger properties was significantly in arrears for bed tax and assessment collections. This prompted a committee discussion of this and other non-compliant properties and their position with the Humboldt Lodging Alliance. Lowell Daniels stated that the board of directors can remove board members who do not maintain their eligibility for HLA membership. Tony Smithers was directed to check the HLA bylaws for the specific language on this and to report to the committee. Committee member Brad Laws then downloaded the bylaws from the HLA website and printed out the pages in question; Mr. Daniels' statement was confirmed.

Next, the committee reviewed the proposed policy for use of the HLA's creative assets. In discussion, Gary Stone said that there needs to be a mechanism to fast-track approvals. It was suggested that any member of the Executive Committee should be able to approve requests. Matt Kolbert was asked to comment and he suggested that the HLA needs to have samples of any work in which HLA creative assets are used. Tony Smithers was directed to add this provision to a release and request form which must be signed by the requester. After this, the creative asset policy was approved with changes/the addition of a release policy (Porter/Caldwell/unanimous).

Matt Kolbert then gave an agency update with special focus on website development. A "wireframe" design of the site was presented showing the overall structure. The lists of content/sites to be included, which had been vetted by the agency committee, was discussed and John Porter requested that this list be sent to the entire committee for their input.

A great deal of discussion took place regarding if and how accommodations were to be included on the website. The committee's clear consensus was yes, include accommodations. One factor mentioned was the aggressive marketing of the casino hotels which are in competition with facilities that do collect bed tax and the assessment. It was decided that these directions would be presented to the HLA board of directors on July 29<sup>th</sup>, and that the agency subcommittee would direct the continued development of

the website, with the full Executive Committee providing final approval—by special meeting, if necessary.

Mr. Kolbert also went over the proposed shot lists for the agency's in-county location shooting. This was generally approved with the exception, noted by John Porter, that the HLA doesn't need to promote camping in state parks.

Next, the board election subcommittee of Daniels and Laws reported they had tabulated the ballots for the 2015 board election, and the following results were announced:

Eureka—Kelly Martin added to the board, Nil Patel leaves the board

Arcata—Lisa Cosolotto added to the board, Alex Stillman leaves the board

Fortuna—Sherrie Larson added to the board, Pritesh Patel leaves the board

All other sitting board members on the ballot were re-elected for another term

The committee then discussed the slate for the 2015-2016 Executive Committee which would be presented to the board of directors for approval. Lowell Daniels moved that the current committee members remain in place and that Shailesh Patel be added as a member-at-large. John Porter seconded the motion, which passed unanimously.

Under Old Business, the destination photography project was discussed, and committee members reported confusion regarding the online collection which Gary Todoroff had created for HLA to review and select. Specifically, committee members could not tell which images were new photos and which were archive photos. Tony Smithers was directed to research this and re-send the information to the committee.

Next, the HLA letterhead developed by Misfit was approved for use with black printing/ink.

Under director reports, Lowell Daniels spoke of a successful Fourth of July event in Ferndale, and Brad Laws brought up a Supreme Court case of interest to the lodging industry, Patel versus Los Angeles, in which the court struck down provisions which allowed police officers to inspect hotel records (guest registries) without a search warrant.

With no further time, the meeting adjourned at 3:00 pm.

Respectfully submitted by Tony Smithers