**Humboldt Lodging Alliance**

Meeting of the Board of Directors

**WEDNESDAY, APRIL 20. 2022, 10AM**

**ZOOM**

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.**
2. **Agenda.** Approve/modify the following agenda for , April 20, 2022
3. **Minutes.** Recommended action: Approve/modify the board minutes from January 20, 2022*.*
4. **Financial Statement.** Recommended action. Examine and approve financials through March 2022.
5. **Report on the Board and Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.
6. **HLA Actions since the January 20,2022 meeting**
7. As of February 2, 2002, Matt from Misfit presented the marketing plan initiated by the marketing committee and funded by HLA to the executive committee. The EC recommended that the plan be presented to the Board of Directors for discussion and Approval at a special meeting.

1. As of February 2, 2002, Dianna Rios and Cody Roggatz, of The Humboldt County Aviation Department presented a proposal to the Executive Committee for a grant from HLA for funding of a 4-year Tourism Improvement, Airline Recruitment, and the Retention for the California Redwood Coast. After discussion and questions, the matter was referred to the HLA Board for presentation at the board meeting on April 20, 2022.
2. As of March 9, 2022 a Special HLA Board Meeting was assembled to hear the presentation of the marketing plan, initiated by the HLA Marketing Committee and moved on to the board for a decision on funding. In a vote of 11-1 the board approved funding of the plan.
3. As of March 9, 2022 Jeff led a discussion to the executive committee asking for final approval on funding for the Humboldt Area Guides. The EC approved the budget unanimously.
4. As of March 23, 2002. The recent decision of the Humboldt County Board of Supervisors to include an increase of TOT from 10% to 12% on County lodging prompted a special meeting of the HLA board to discuss and determine HLA’s response and possible next steps on this ballot measure (Measure J) to be decided by voters on June 7, 2022. The Board discussed at length about how HLA disapproves of the way Humboldt County handled moving forward with measure J without discussing first with HLA the ramifications of the tax to County Lodging properties. Chris informed the group that Humboldt County Economic Development Director Scott Adair called a meeting of county stakeholders for Friday April 8. After discussion, it was decided that a decision on board action would be deferred until the next HLA Board meeting on 4/20/2022.
5. As of April 6, 2022, Chuck provided a report to the Executive Committee on the Humboldt County TOT 2% tax increase. It was confirmed that the county didn’t give HLA enough time to address wording on the Measure J ballot for a position against the measure. Chuck had asked Sean Quincy of the Humboldt County Administrative office for a report on a Measure J survey to voters. Even though the request was made 3 different times, it was not provided by the county CAO. The Executive Committee expressed a clear anti measure J sentiment and discussed ways to fight the initiative. Richard and Chuck agreed to work on a press release pointing out the discrepancies of the County’s actions. It was decided to wait until after the stakeholder meeting arranged by Scott Adair on April 8, 2022 to address options on next steps in challenging the initiative. It was agreed that any actions by HLA would be discussed and approved by the Board at the meeting of April 20, 2022.

**VII Discussion with County Economic Director Scott Adair on Measure J.**

County Economic Director Scott Adair will attend this board meeting to discuss the possibility of forming a committee of Measure J stakeholders to directly influence how the money from the 2% TOT will be allocated.

**VIII** **Action Items**

1. Measure J will be on the ballot on June 7, 2022. Much discussion has gone back and forth with the HLA board, and the executive committee on next steps in deciding what if any action HLA will take in opposing the initiative, and/or being part of a Measure J stakeholders committee. Recommended Action: Discuss and approve next steps.
2. Humboldt County Aviation Department Grant Proposal: Dianna Rios will present a proposal for a grant from HLA for funding of a 4-year Tourism Improvement, Airline Recruitment, and Retention for the California Redwood Coast. The presentation will be 10-20 minutes followed by a question and answer session. Recommended Action: Vote on this grant funding request.
3. Paul Beattie of Ferndale Music Company and the Old Steeple is seeking funding for “Live from the Old Steeple” a music series produced in partnership with local PBS affiliate KEET. The presentation will be 10-20 minutes with a discussion following. Recommended Action: Vote on this funding request.

 **IX Public Comment**

 **X Adjournment**