

Minutes of the Board of Directors of the Humboldt Lodging Alliance meeting
Wednesday January 29, 2014
Red Lion Hotel, Eureka, California

Present: Marc Rowley, Lowell Daniels, Alex Stillman, John Porter, Raul Ainardi, Pritesh Patel, Donna Hufford, Jesse Waldon, Gary Stone, Jeff Durham, Tony Smithers

The meeting was called to order at 2:06 pm, with Marc Rowley standing in for President Chris Ambrosini. Introductions were made around the table.

The January agenda was examined and accepted with no modifications.

The minutes of the October, 2013 board meeting were reviewed and approved without revision (Daniels/Porter/unanimous).

The December, 2013 financial statement was presented and examined, then approved as given (Porter/Ainardi/unanimous).

Next, the Destination Video Project was addressed, with contractors Malcolm deSoto and Don Banducci present to display some of the video they had captured in December and January. Marc Rowley suggested that for the balance of the Winter shoot we add whale watching and native American attractions or events to the shoot list.

There was a discussion on whether the video project would focus on individual properties or businesses as they complete the shoot list. Alex Stillman said that we have icons—we should use them to bring us all more business. This discussion was then delegated to the Executive Committee to handle.

The videographers then requested input on the final formats in which to deliver the video, on the shoot list for the next season, and for approval of their proposal for the rest of the year (additional three seasons of videography). Raul Ainardi made the motion to move forward for the remaining three seasons as proposed (\$25,000 per season) and the motion was approved (Ainardi/Waldon/unanimous).

Next on the agenda was photographer Mark McKenna, but his presentation was delayed as he dealt with technical issues. The board therefore moved onto the next item, follow up planning from the HLA board retreat held earlier that month. Marc Rowley began by stating that the HLA needs to keep the pressure up on itself. In general discussion of strategic priorities, Alex Stillman suggested that the HLA could contribute to the fund for attracting new air service to Humboldt County, and that the video monitors at the airport could be used to display HLA video content.

Rather than determine strategic priorities in a vacuum, the board proposed to gather input from the HLA membership at large. A motion was made to direct staff to distribute the retreat notes to the HLA membership with a cover letter requesting them to pick their top ten priorities, in order, and communicate them back. The motion passed (Porter/Daniels/unanimous).

Next, the board considered the recommendations made to the Humboldt County Convention & Visitors Bureau that come out of the board retreat (specifically, to reorganize the marketing committee and to hire a new director of marketing on behalf of the HLA). John Porter suggested that the bureau be allowed time to meet and “shake things out.” The idea of holding a joint board meeting with the HCCVB was proposed and approved (Hufford/Stone/unanimous.)

At this point, photographer Mark McKenna was ready to proceed with his presentation, which was received by the board. McKenna said he could deliver photographic images either in high resolution format for print or broadcast, or in online formats. He asked whether the HLA wanted to include Humboldt County made products in his work for them. Soon after, the motion was made to table this decision and give it to the Executive Committee to make. The motion passed (Hufford/Durham/unanimous.)

Following a brief report on Community Funding activity, in which several projects in the City of Fortuna were mentioned, the meeting was opened to public comment. At this time, Alex Stillman made the suggestion that a report on airline recruitment activities be put on a future agenda, and that Don Ehnesbuske of RREDEC and/or Emily Jacobs from Humboldt County be asked to present.

With no further time, the meeting was adjourned at 4:00 pm.

Respectfully submitted by Tony Smithers