**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY, April 6, 2022**

**10am via Zoom**

<https://us02web.zoom.us/j/84285657234?pwd=NmhjK1NoS2JLd3FJYUNrQUIxZFI2UT09>

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. CALL TO ORDER
2. ACTION ITEMS
3. AGENDA APPROVAL**:**  Approve/modify the following agenda for April 6, 2022
4. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from March 2, 2022
5. FINANCIALS: Recommended action. Examine and approve of financials from March, 2022
6. Chuck will provide a report on the Humboldt County TOT 2% tax increase and provide options on next steps in challenging the initiative. Recommended action: discuss, develop and approve a plan and timeline for a public campaign against the initiative.
7. Marketing Plan update. Misfit is developing the creative for the HLA marketing program. The plan originally called for the media campaign to be running at this time. Repurposing some existing creative until the new campaign is approved is an option. Recommended action: Discuss repurposing existing creative, choosing a start date, and moving ahead with the campaign until new creative is approved.
8. Discussion Items
9. Richard will provide an update on the progress of the Humboldt Area Guides.

**1V.** COMMITTEE REPORTS

**V.** PUBLIC COMMENT

**V1.** ADJOURNMENT