

Minutes of the Executive Committee of the Humboldt Lodging Alliance, meeting Wednesday, December 17, 2014 at the Red Lion Hotel, Eureka

Present: Lowell Daniels, Marc Rowley, Mike Caldwell, Brad Laws, Gary Stone, Donna Hufford, John Porter, Chris Ambrosini, Tony Smithers

Guests: Matt Kolbert from Misfit Agency, along with staff members Carol, Chris, Cameron and Lindsay.

The meeting was called to order at 1:14 pm. As the first order of business, the minutes of the November meeting were reviewed and approved (Daniels/Caldwell/unanimous).

The agenda for the December meeting was then approved as presented (Daniels/Caldwell/unanimous).

Matt Kolbert then took the stage and began by introducing his fellow Misfits—Carol Gleason, a founding partner of the agency, is in charge of media and her assistant is Lindsay. Chris is the Creative Director, while Cameron is Matt's assistant on the account side.

Kolbert then made a presentation going into more detail of what his agency could provide to the HLA, what some of the strategic issues were, and what media and budget plans were recommended (including the agency fees).

He began by referring to the proposed brand that they have developed in partnership with the HLA and the "magician" voice or character of the brand. He said, the brand is one thing but how do we execute it? We know it is all about heads in beds.

Kolbert suggested that we ask, what business are we in? Then he suggested that our business is to create "A magical shift in your daily perspective."

The branding overview was followed by a media plan overview, including audiences, geographic targets, schedules and more. Carol Gleason went into considerable detail on the ad spend they were proposing, which included digital, print and other advertising.

Kolbert then presented the proposed agency fees, referring to handouts including "2015 Creative and Production Timeline" and "2015 Creative & Production Budget Allocation." He also detailed how the agency works with a sample "Creative Brief" and sample "Project Confirmation" showing the nuts and bolts of campaign production.

With time running short, John Porter moved to hire Misfit agency as the Humboldt Lodging Alliance's agency of record, without approving the specific budget until further discussion can be held. Lowell Daniels seconded, and the motion passed unanimously.

The committee suggested meeting the following week, December 23, to finalize the campaign budget. This meeting was later postponed until the scheduled January Executive Committee meeting.

Additional items of business on the agenda were tabled until next meeting.

Director Rowley reported starting the "Hospitality Committee" at the Humboldt County Convention & Visitors Bureau, and said that the HLA should be ready for opportunities to work with this committee as it focuses on improving the visitor experience.

The meeting adjourned at 3:00 pm; Respectfully submitted by Tony Smithers