

AGENDA

HLA Executive Committee

Location: **Red Lion Hotel, 1929 4th St, Eureka, California**

Date: **Wednesday, June 11, 2014**

Time: **2:00 pm to 4:00 pm**

Members of the public are welcome to attend and address the HLA Executive Committee on any agenda item. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

- I. CALL TO ORDER & ROLL CALL
- II. MAY MEETING MINUTES Approve/comment on last meeting's minutes
- III. AGENDA APPROVAL Approve/modify the following agenda for June 2014
- IV. ACTION ITEMS
 1. **Airline Recruitment**

Don Ehnesbuske of RREDC, Humboldt County Supervisor Mark Lovelace, and Eureka City Council member Mike Newman will give a report on their efforts to attract another air carrier to Humboldt County, including the establishment of a revenue guarantee fund. Recommended action: Receive report, ask questions and direct staff accordingly.
 2. **Review May Financial Statement**

Recommended action: Receive report on May finances and direct staff accordingly.
 3. **Unfinished Business**
 - Video project—Summer shoot list and topics/scripts for edited videos
 - Photography—Shoot list for Gary Todoroff
 - Marketing manager recruitment
 - AB 1839 Letter of Support
 - 101 Guides Guest Services Directory
 4. **2014 HLA Board Ballot**

Approve 2014 ballot for immediate mailing.
 5. **Executive Committee Member Reports**

At his or her option, each committee member can report on recent activities, issues and ideas for future consideration by the committee or board.
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS