

AGENDA

HLA Executive Committee

Location: **Red Lion Hotel**
1929 Fourth Street
Eureka, CA

Time: **Wednesday, January 10, 2018**
12:00 noon to 2:00 pm

Members of the public may 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. AGENDA APPROVAL: Approve/modify the following agenda
- III. ACTION ITEMS
 1. **December 6 meeting minutes***
Recommended action: examine and then approve/modify the minutes of the Executive Committee meeting of December 6, 2017.
 2. **Concours on Main**
Report on the 2017 event by Paul Beattie and Pat Wille of the Ferndale Chamber of Commerce. Proposal for 2018 event. Recommended action: Receive report and proposal, discuss and direct staff accordingly.
 3. **Research Project***
Recommended action: Review research proposals submitted by Destination Analysts. Discuss and direct staff accordingly.
 4. **HLA Website Committee Report**
Recommended action: Receive update from website subcommittee (Gary Stone, Mike Caldwell).
 5. **HLA Staffing Committee Report**
Recommended action: Receive update from staffing subcommittee (John Porter, Cari Shafer and Marc Rowley).
 6. **The Great Race Proposal***
Recommended action: Review proposal for sponsorship received from "The Great Race" for a June, 2019 event to include Eureka and Humboldt County. Discuss and direct staff accordingly.
 7. **December Finances**
Recommended action: Review and approve report on HLA finances for December 31, 2017.
- IV. DIRECTOR REPORTS
- V. PUBLIC COMMENT PERIOD