**Humboldt Lodging Alliance**

Meeting of the Board of Directors

**WEDNESDAY, APRIL 20. 2022, 10AM**

**Minutes**

Attendance: Chris, Gary, Lowell, Mike, John, Jeff, Shailesh, Nil, Chuck, Richard, Marc,

**Meeting called to order 10:12 am**

1. **Agenda.** Unanimously approved J/L
2. **Minutes.** Board minutes from January 20, 2022 unanimously approved
3. **Financial Statement.** Financials from January 2022 through March. 2022 unanimously approved.
4. **Report on the Board and Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.
5. **Action items**
6. Dianna Rios and Cody Raggatz of on behalf of Humboldt County Aviation, presented a proposal for a grant from HLA for funding of a 1.2 million 4-year Tourism Improvement, Airline Recruitment, and Retention for the California Redwood Coast. The proposal was denied in a
7. Paul Beattie of Ferndale Music Company asked for funding of $75,000 for “Live at the Old Steeple” a music series produced in partnership with local PBS affiliate KEET. Funding was denied by the Board in a 5-4 vote.
8. A special Anti-Measure J committee was appointed by Chris to draft A letter of opposition to Measure J. The committee of Chuck, John, Jeff, Chris, and Richard drafted the letter and it was entered into public record by the Humboldt County Board of Supervisors on April 26, 2022. In addition, the committee instituted an anti- measure J campaign through local media. The anti- Measure J campaign was covered by Red Headed Black Belt, NCJ, and Lost Coast Outpost. In addition, Jeff and John purchased advertising through their properties in NCJ, and radio spots on Lost Coast Output stations

 **X. Adjournment- 12:25 pm**