

HUMBOLDT LODGING ALLIANCE

EXECUTIVE COMMITTEE MEETING

Sept. 4, 2019

Holiday Inn Express, EUREKA, CA

Present: Chris Ambrosini, Gary Stone, Lowell Daniels, John Porter, Marc Rowley, Ken Galaowicz, Shalish Patel, Mike Caldwell (on phone) and Donna Hufford

Others Present: Matt, Cameron, Tony & Max from Misfits; Genie (HVB), Tirsa from Acctg firm

The meeting was called to order at 12:10 p.m in the conference room with a quorum present.

The agenda was approved as presented (Daniels/Rowley unanimous)

The minutes of the June 13, 2019 meeting were approved as presented.

Financial Review: Tirsa Walsh and Genie presented the monthly accounting reports. Members asked several questions and requested that the format of the reports be simplified for the average reader. Tirsa indicated she would strive to make adjustments. During the review it came to light that the Arcata and Trinidad cities are behind in the payments to HLA. It was moved to have Chris send a letter to both asking for immediate payment including penalties. (Porter/Stone) passed

A Budget has not been passed for this current fiscal year. Chris appointed Ken and Donna to prepare a proposed budget for our next meeting.

Misfit Report:

Matt reported on current campaign details including a new TV spot, digital Media updated and ads at Weekend Sherpa. They recognize that the time to present a budget is fast approaching and the Company will be contacting each section of the HLA to see how they might contribute to the coming years' campaign.

Board Elections: After review of the process taken to notify all members of HLA of the 2019 slate of Nominees the Chair asked the Secretary to cast a unanimous ballot for the slate of Board nominees presented by the Nominating Committee. (Daniels/Rowley) passed

The Chair thanked John Porter and his staff for their competent work in getting out the ballots to all members.. 450 ballots were sent out

TBID Modification: The TBID Modification is moving forward and the next scheduled hearings are set for Sept. 17 and Oct. 15. Chris encouraged all members to be in attendance and especially at the Oct. 15 meeting where public comment will be taken. Staff has sent a recommendation for approval.

Executive Director: A Job Description needs to be presented and a Hiring Committee selected to move this item forward.

Chris has contracted with the HVB to continue to do the ongoing bookkeeping duties.

Other Business & Announcements:

ZOO update: Gary continues to meet with Zoo and has concerns that the 2020 completion date will be accomplished.

HCVB continues to work on restructuring and planning for the future.

There being no further business before the committee adjourned at 2:17pm

Respectfully submitted,

A handwritten signature in cursive script that reads "Donna Hufford". The signature is written in black ink and is positioned above the typed name.

Donna Hufford, Sec. pro-tem