

**Minutes of the Executive Committee of the Humboldt Lodging Alliance, meeting
Wednesday, June 12, 2013
Red Lion Hotel, Eureka**

Present: Jeff Durham, Chris Ambrosini, Gary Stone, Marc Rowley, Lowell Daniels, Donna Hufford. Staff: Tony Smithers

The meeting was called to order at 2:05 pm and began with a roll call of members. The minutes of the May, 2013 were examined and approved with a minor correction (Durham/Rowley/unanimous).

The meeting agenda was reviewed and approved (Rowley/Daniels/unanimous).

Under Old Business, the Humboldt Bay Tourism Center was discussed. A revised proposal had been received by the Humboldt County Convention & Visitors Bureau, and this proposal was shared with the HLA Executive Committee. Chris Ambrosini reported on the HCCVB marketing committee's discussion of the proposal and the committee's concerns. A general consensus of the committee was to say no to point #1 of the proposal (sponsorship of the iPad stations), yes on point #2 (five wall banners), and no on point #3 (advertising in the North Coast Journal).

Donna Hufford stated that we want to do something different; that the Humboldt Bay Tourism Center was new and experiencing growing pains but should still be supported.

Gary Stone said he was concerned over the Tourism Center's lack of parking.

Chris Ambrosini said that the Tourism Center won't send the hotels business; the hotels will send the Tourism Center business.

Lowell Daniels made a motion to commit \$12,000 to match HCCVB's investment in the Tourism Center, IF and WHEN the Humboldt Bay Tourism Center comes up with a plan the committee can agree to. The motion (Daniels/Rowley) passed.

Next, Executive Director Smithers asked the committee to provide possible dates for a presentation by Catalyst Marketing to report on research, brand development and marketing strategy. He was instructed to send out an email with several possible dates and chose the date that works best for most.

The Financial Report dated May 31, 2013 was reviewed and explained. The report was accepted (Hufford/Daniels/unanimous).

Mr. Smithers requested approval of the HCCVB administrative fee for the third quarter of the fiscal year. This was five percent of revenues of \$128,716.40, or \$6,435.82. The payment was approved (Hufford/Durham/unanimous).

The 2013 HLA board elections were discussed. Mr. Smithers was instructed to contact the HLA membership for board nominations, and then to arrange the ballot mailing.

The Community Funding Program was then addressed. Copies of recently received applications were shared with the committee. Gary Stone requested that the jurisdiction within which each application is based be written at the top of the form.

Lowell Daniels reported that he had approved the application from the Ferndale Chamber of Commerce to help fund billboards on the highway.

The upcoming budget was briefly discussed, and Mr. Smithers was directed to delineate the split between the Humboldt Lodging Alliance and the Visitors Bureau on all items where the expense will be shared.

Under Public Comment, Lynn McKenna of Redwood Coast Music Festivals spoke to the committee about her organization, saying that they wanted to restore communications with the hotels for promoting the jazz festival. She said she would be submitting an application for Community Funding.

The meeting adjourned at 4:00 pm

Respectfully submitted by Tony Smithers