

**Humboldt Lodging Alliance**  
Meeting of the Board of Directors  
**WEDNESDAY SEPTEMBER 22, 2021, 10AM**  
**ZOOM**

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

**AGENDA**

- I. Welcome and Introductions.**
- II. Agenda.** Approve/modify the following agenda for September 22, 2021
- III. Minutes.** Recommended action: Approve/modify the board meeting minutes from July 21, 2021.
- IV. Financial Statement.** Recommended action. Examine and approve of financials from June through August 2012.
- V. Report on the Board of Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.
- VI. HLA Actions since July 22, 2021 meeting**
  - A) As of August 2021, a special Board meeting was called to approve 2021-2023 board members. Secretary Marc Rowley ratified.
  - B) As of September 9 2021, the Executive Committee agreed to a Marketing Committee of Mike Caldwell, Gary Stone, and Jeff Durham. Jeff was appointed chair of the committee
  - C) As of September 9, 2021 Chuck Leishman presented the Sky Walk package of Standing Tall
  - D) As of September 9, the Executive Committee nominated officers for 2021-2021.
- VII. Board vote to elect 2021-2022 officers.** Recommended action. Vote to approve the following slate of officers,  
Chairman: **Chris Ambrosini**, BW Plus Humboldt Bay Inn, Eureka  
Chair Elect: **Lowell Daniels**, Victorian Inn, Ferndale  
Vice-Chair: **John Porter**, Benbow Historic Inn, Southern Humboldt  
Secretary/Treasurer: **Marc Rowley**, Coho Cottages, Eastern Humboldt

**V11. Directors Reports**

**1V. Public Comment**

**X. Adjourn**

**Adjourn.**