

# AGENDA

# HLA Executive Committee

---

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

Time: **Wednesday, March 8, 2017**  
**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. MEETING MINUTES\* Approve/comment on minutes of February meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
  1. **Kinetic Grand Championship\***  
A request for funding support has been submitted by this organization for marketing the 2017 race and other related activities. Recommended action: receive presentation, discuss and decide.
  2. **Humboldt Concierge Training\***  
The Eureka-Humboldt Visitors Bureau is planning to provide concierge training and fam trips again this spring, with the HLA's support. Recommended action: receive presentation, discuss and decide.
  3. **Location Featurette Videos**  
Staff from the Misfit Agency will be present to receive the committee's feedback directly and to go over the videos shot-by-shot. Recommended action: discuss and provide direction to agency.
  4. **Review February Financial Statement\***  
Recommended action: Receive report on February finances including Community Tourism fund activities, and direct staff accordingly.
  5. **Ongoing Projects & Old Business**
    - a. TBID Renewal
    - b. 2017 Campaign\*
- V. DIRECTOR ANNOUNCEMENTS
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS