

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS

WEDNESDAY, APRIL 30, 2014, 2-4 PM

BENBOW INN, 445 LAKE BENBOW DRIVE, GARBERVILLE, CALIFORNIA

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

- 1. Welcome and Introductions**
- 2. Agenda Approval.** Approve/modify the following agenda for April 2014
- 3. January, 2014 Board Minutes.** Requested Action: Approve the January 2014 Board Minutes as-is or amended.
- 4. Unfinished Business**
- 5. Financial Statement.** Receive report on HLA March 31, 2014 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve March report.
- 6. Executive Committee Report.** Chris Ambrosini will provide an update on the issues and discussions held by the Executive Committee in the past few months. Requested action: receive report, ask questions.
- 7. Destination Video Project.** Malcolm deSoto will present a preview of destination video shot in the Winter season. (15 min) Requested action: receive presentation and provide feedback.
- 8. Redwood Empire Excursion Train.** Presentation by Mark Maxon. Requested action: receive presentation and ask questions.
- 9. Humboldt/Del Norte Film Commission.** Request for renewal of funding presented by Cassandra Hesseltine. Requested action: receive presentation and approve, decline, or postpone funding.
- 10. Destination Photography Project.** Receive presentation and proposal from Gary Todoroff to create a destination marketing library of images for the HLA. Requested action: receive presentation and approve, decline or postpone acceptance of the proposal.
- 11. 2014 Board Elections.** Nine current board seats are up for election and the ballot will be mailed to all HLA assessed businesses in June. Requested action: form a nominating/election committee and direct staff accordingly.
- 12. Director Reports.** All HLA directors are encouraged to report on relevant activities.
- 13. Public Comment.** Members of the public may address the board on topics not included in the agenda
- 14. Adjourn at 4:00 pm**