

# AGENDA

# HLA Executive Committee

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

Time: **Wednesday, May 11, 2016**  
**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 April meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
  1. **Humboldt/Del Norte Film Commission funding request\***  
Recommended action: discuss board presentation received May 3 and the formal application (attached); decide whether to renew this funding.
  2. **Humboldt Botanical Gardens funding request\*** (20 minutes)  
Board members from the Gardens will present their marketing project to increase overnight stays, and request HLA support. Recommended action: Receive presentation, discuss and decide.
  3. **HCTBID Renewal**  
Discuss ideas for district renewal including term, assessment rate, and division of revenues in the Management District Plan. Discuss role of the Civitas consultancy in district renewal and plan for upcoming meetings and outreach to assessed businesses.
  4. **2016 Marketing Campaign**  
Follow up on Misfit board presentation on May 3. Recommended action: discuss campaign report, meeting schedule and budget for balance of the 2016 campaign year; direct staff accordingly.
  5. **Review April Financial Statement\***  
Recommended action: Receive report on April finances including Community Tourism fund activities, and direct staff accordingly.
  6. **Ongoing Projects**
    - 2016 Board Election\*
    - Front desk kit distribution
    - Hospitality training
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS