**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY NOVEMEBER 10 /2021 /10:00AM**

**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

1. CALL TO ORDER
2. ACTION ITEMS
3. AGENDA APPROVAL**:**  Approve/modify the following agenda for November 10, 2021
4. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from 10/13/2021.
5. FINANCIALS: Recommended action. Examine and approve of financials from October 2021.
6. Marketing Committee. Jeff will give an update on the Humboldt Area Guide brochures. In addition, the committee is recommending a request for funding on a marketing plan proposal from Matt (Misfit). Recommended Action: Discuss and approve the funding of the plan.
7. Discussion Items

**A)** Event sponsorships. Chuck will report on discussions with the Kinetic Sculpture Race.

1. PUBLIC COMMENTS
2. ADJOURNMENT