**Humboldt Lodging Alliance**

Meeting of the Board of Directors

**THURSDAY, JANUARY 20, 2022, 10AM**

**ZOOM**

**Minutes**

**Attending Board Members:** Nil, Shailesh, Gary, Chris, Jeff, John, Lowell, Sherrie, Marc

1. **Welcome and Introductions.**
2. **Agenda.** Agenda for January 20, 2022 Approved unanimously J/L
3. **Minutes.** Meeting minutes from the September 22, 2021 board meeting approved unanimously. J/N
4. **Financial Statement.**  financials from October through December 2021 approved unanimously. G/L
5. **Report to the Board of Executive Committee actions for October through December 2021.**

The following actions by the Executive Committee from October 2021, through January 2,2022 were included on the agenda read off by Chris. No discussion followed.

1. As of 10/8/ 2021, approved recommended media plan (prepared by Misfits) for the remainder of 2021 in a unanimous vote.
2. As of 11/10/21 the marketing committee recommended a request for funding on a marketing plan for 2022 for $4500 to be prepared by (Misfit). Funding approved through a unanimous vote.
3. As of 12/8/21 Race representatives for the Trinidad to Clam Beach run requested $10,000 of funding for the event. The executive committee approved funding of $5,000 from HLA North, and $5,000 from the existing Trinidad HLA fund, to be used exclusively for event marketing.

**V Marketing Committee report**

Chris read the following report: The HLA Marketing Committee consists of Jeff, Chris, and Mike. Since the formation of this ad-hoc marketing committee in August of 2021 the group has been charged with bringing marketing initiatives and recommendations to the executive committee. The committee recommended the formation of an HLA Marketing Plan for 2022 and beyond. The committee previewed the plan on January, 14, 2022 prepared by the Misfit agency and will be presented to the Executive Committee in February. In addition the committee worked through the process of the refreshing and reprinting of the Humboldt Area Guides. The committee is working with Richard Stenger on content and budget for the production, printing, and distribution of the guides. This proposal on funding is next on this agenda.

No questions or discussion followed.

**V11. Action item- Humboldt Area Guides funding request.** Jeff presented a funding request from the marketing committee on the next printing of the Humboldt Area Guides. A print cost of $6509.00 was unanimously approved: J/?

**V111 Public Comment-** Former Board member Donna Hufford was in attendance and reported that Roosevelt Base Camp a new lodging establishment in Orick , which Donna will mangage, will have a soft opening by the end of the month.

**V1111. Adjourn**