

AGENDA

HLA Executive Committee

Location: **Best Western Plus
Humboldt Bay Inn
232 West Fifth Street
Eureka, CA**

Time: **Wednesday, January 6, 2016
2:30 pm to 4:30 pm**

PLEASE NOTE SPECIAL TIME & LOCATION

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 December meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **2016 Campaign Proposal***

Review and discussion of the 2016 Campaign Proposal by the Misfit Agency. Recommended action: Provide item-by-item consideration of the campaign elements and receive report by agency subcommittee with feedback/revision from Misfit. Discuss campaign budget and overall strategy for Follow the Magic campaign, the Humboldt brand and the agency's role. Provide final approval for all or for selected parts of the campaign and set final budget.
 2. **January Board Retreat**

An HLA board retreat has been scheduled for January 13, 2016 at the Victorian Inn in Ferndale. Recommended action: Discuss and approve retreat agenda, make final plans, and direct staff.
 3. **Review December Financial Statement**

Recommended action: Receive report on December finances including Community Tourism fund activities, and direct staff accordingly.
 4. **Humboldt Video Loop**

View the lobby video loop developed by the Humboldt Bay Inn from video taken by Malcolm deSoto and Chad Johnson. Recommended action: Discuss creating an official HLA video and distributing to lodging properties along with presentation resources. Set budget and project responsibility, and direct staff accordingly.
 5. **White Rabbit Plush Toy**

Recommended action: Review prototype photos and provide final direction to the manufacturers for adjusting and completing the prototypes. Discuss program for ordering, storage and distribution of the Humboldt Rabbit.
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS