

Minutes of the Executive Committee of the Humboldt Lodging Alliance, meeting Wednesday, December 14, 2016 at the Red Lion Hotel, Eureka, California

Present: John Porter, Shailesh Patel, Lowell Daniels, Cari Shafer, Donna Hufford, Chris Ambrosini, Tony Smithers

The meeting was called to order at 12:12 pm by Chris Ambrosini.

The minutes of the November meeting were examined and approved with the following correction under Print Advertising: "Placements in Sunset Magazine but NOT in VIA magazine."
(Daniels/Shafer/unanimous).

The agenda for the December meeting was approved as presented (Shafer/Porter/unanimous).

The first order of business was to address the proposal for the 2017 marketing campaign, presented the previous month by the Misfit agency. After a brief discussion, the committee passed a resolution made by Lowell Daniels and seconded by Cari Shafer to accept the Misfit proposal. Note: The accepted proposal was amended by Misfit following feedback from the November meeting. This marketing campaign did not include social media, and did not specify a special marketing project for the Bay Area. In subsequent discussion, the following comments were made:

- Committee members should check out the aerial videography of local Chad Johnson.
- Video elements of the campaign should be cheaper (Patel)
- The campaign needs to include metrics for measuring return on investment (Patel)
- We should get Instagram included as part of the agency overhead fee

Next on the agenda was a preview of the destination videos created by Misfit, however, these were not available due to technical difficulties and the item was tabled. The committee requested that links to these videos be sent to them, and also that the Malcolm deSoto videos be put on the next agenda.

A draft letter to assessed businesses, intended to accompany the HCTBID renewal petition, was reviewed. Staff was directed to delete the current Management District Plan percentages from the second bullet point. It was confirmed that the mailing would include a self-addressed stamped envelope for convenient return of the petitions. Tony Smithers said that the HLA Report of Accomplishments was nearly ready and would be included in the mailing. Lowell Daniels suggested the use of "infographics" to communicate the HLA's success. It was also recommended that the mailing include the link to the Campaign Creative Library for assessed businesses to access. With these changes and directions, the letter was approved (Porter/Shafer/unanimous).

Under Old Business, the Humboldt Steelhead Days event and promotion were discussed. John Porter suggested that Humboldt lodging properties needed to be included on the event's website—it was reported that there currently are 24 properties listed and that these were the ones that responded to the event's request for special offers.

Chris Ambrosini reported that the Steelhead Days fishing contest on the Eel River will be a photo contest because the Eel River is limited to Catch & Release.

Shailesh Patel suggested a follow up letter to event registrants to specify where they are staying or camping for the event.

Under Director Announcements:

- Lowell Daniels said that the dates for the 2017 Humboldt County Fair are August 23 to September 5, which has pushed Bargain Lovers Weekend and Concours on Main later into September.
- John Porter said that the Benbow Inn would be closing for two and a half weeks for construction. The new and improved Benbow Inn will have new banquet, kitchen, bar and guest suites. The target date for completion is July 17.
- Cari Shafer suggested that the September meeting be held at the Benbow Inn.

With no further time, the meeting was adjourned at 2:00 pm.

Respectfully submitted by Tony Smithers