

Humboldt Lodging Alliance

Meeting of the Executive Committee
WEDNESDAY FEBRUARY 10, 2021 10AM
ZOOM MEETING

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 3 minutes.

AGENDA

- I. CALL TO ORDER
- II. AGENDA APPROVAL: Approve/modify the following agenda
- III. ACTION/DISCUSSION ITEMS
 - 1) **January Meeting Minutes:** Recommended action. Examine and approve/modify the minutes of the January meeting.
 - 2) **Financials:** Chuck will present a comparison of Tbid collections for 2019 vs 2020. Recommended action. Examine and approve of January financials.
 - 3) **New Executive Committee Members:** Recommended action. Vote to approve Jeff Durham and Nil Patel as new Executive Committee members.
 - 4) **HLA 2021 Marketing Budget:** Chuck will present the proposed HLA marketing budget that includes the 2021 Standing Tall campaign, HLA's website redesign, and the media buy. Recommended action. Discussion and a vote to approve the 2021 marketing budget.
 - 5) **Redwood Sky Walk Update:** Group will discuss recent tour of Redwood Sky Walk.
- IV. COMMITTEE REPORTS
 - a. Update on HLA/Bureau Alliance
 - b. Update on Bylaws Committee
- V. DIRECTOR REPORTS
- VI. PUBLIC COMMENT PERIOD

ADJOURNMENT