

Humboldt Lodging Alliance

Meeting of the HLA Executive Committee

Wednesday, December 7, 2020

10AM

422 1st St. Eureka, Ca and on ZOOM

Or Join by Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/82628869997?pwd=S2ZEdUM2YjZFaTFCRWdlbUFlaUhHZz09>

Meeting ID: 826 2886 9997

Passcode: 642380

Members Scheduled to attend via zoom from these locations:

John Porter, Managing Partner, Benbow Inn and Resort, 445 Lake Benbow Drive, Garberville, CA. 95542

Nil Patel, General Manager, Holiday Inn Express and Suites, 815 Wabash Ave. Eureka, CA. 95501

Shailesh Patel, Owner, Hampton Inn and Suites, 4750, Valley West Blvd., Arcata, CA. 95521

Jeff Durham, Owner, Redwood River Walk Hotel, 1849 Alomar Way, Fortuna Ca. 95540

Lowell Daniels, Owner, Victorian Inn & Redwood Suites, 400 Ocean Avenue, (PO Box 96) Ferndale, CA 95536

Mike Caldwell, Owner, Inn of the Lost Coast, 205 Wave Drive, Shelter Cove Drive, CA. 95589

Donna Hufford, Financial, Manager, Owner, Roosevelt Base Camp. 121130US 101 Orick CA. 95555

Gary Stone, Owner, Best Western Plus Humboldt Bay Inn, 232 West Fifth Street. Eureka, CA 95501

Scheduled to attend in person at 4221st Street, Eureka, CA.

Chris Ambrosini, Chuck Leishman

AGENDA

I. Welcome and Introductions.

II. Agenda.

A) Public comment

B) Modify/Approve Agenda for 12/7/2022

III. Minutes

A) Public Comment

B) Modify/approve minutes from 11/9/2022

IV. Financials

A) Public Comment

B) Examine and Approve financials for November 2022

V. Action items

A) Chris will lead a discussion on hiring Harland Law Firm for Brown Act compliance and training.

B) Public comment

C) Vote to approve/modify Brown Act Compliance and training.

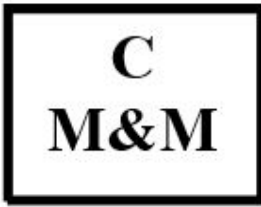
VI. Marketing Committee Update

A) Matt from Misfit will provide a marketing and advertising update.

VII. Committee Reports

IX. Public Comment

X. Adjournment



**Cunningham,
Malone & Morton**
The Tax Professionals

*Michael P. Cunningham, EA
Keith N. Crossley, CPA
Maria Castillo, EA
Tirzah Walsh, Treasurer
John P. Morton, Emeritus
Ronald E. Malone, Emeritus

*California Licensed Professional Fiduciary &
Member of the Bar of the U.S. Tax Court

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PO Box 4911
Eureka, CA 95502

I have compiled the accompanying Modified Cash Basis financials statements of Humboldt Lodging Alliance, Inc. (the "Alliance") as of November 30, 2022.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for designing, implementing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

The Alliance's financial statements do not disclose the Statement of Cash Flows.

I am not independent with respect to the Alliance.

Very truly yours,

CUNNINGHAM, MALONE & MORTON

Tirzah R. Walsh, PR & Bookkeeping Mgr

Compliance with the Gramm-Leach-Bliley Act of 1999

In order to meet the requirements of the Gramm-Leach-Bliley Act of 1999, it is the policy of Cunningham, Malone & Morton to handle the information you provide us with the utmost confidentiality and care. We do not disclose any nonpublic personal information about our customers or former customers to anyone, except as permitted by law. We restrict access to nonpublic personal information about you to members of our firm who need to know this information in order to complete the work you have hired our firm to do. We maintain physical, electronic, and procedural safeguards that comply with federal regulations to guard your nonpublic personal information.

Humboldt Lodging Alliance, Inc.
BALANCE SHEETS - MODIFIED CASH BASIS

	Assets	
	November 30, 2022	November 30, 2021
CURRENT ASSETS		
Cash or Cash Equivalents		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 1,575,292.28	\$ 837,563.95
1020 - Cash-Redwood Capital Bank Savings (12738)	<u>2,293,135.70</u>	<u>2,292,425.24</u>
Total Cash or Cash Equivalents	<u>3,868,427.98</u>	<u>3,129,989.19</u>
Total Current Assets	<u>3,868,427.98</u>	<u>3,129,989.19</u>
OTHER ASSETS		
1900 - Start-Up/Organizational Costs	32,837.01	32,837.01
1905 - Less: Accumulated Amortization	<u>(21,891.00)</u>	<u>(19,702.00)</u>
Total Other Assets	<u>10,946.01</u>	<u>13,135.01</u>
TOTAL ASSETS	<u><u>\$ 3,879,373.99</u></u>	<u><u>\$ 3,143,124.20</u></u>

This Statement Prepared Without Audit By:
Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

Humboldt Lodging Alliance, Inc.
BALANCE SHEETS - MODIFIED CASH BASIS

Liabilities and Fund Balances

November 30, 2022

November 30, 2021

FUND BALANCES

Restricted Fund Balances:

3012 - Marketing Programs (30%)	614,099.74	749,384.62
3013 - Administrative Fees Funds (10%)	456,182.88	314,206.59
3020 - Arcata Community Fund	831,335.22	702,814.40
3030 - Eureka Community Fund	876,061.31	526,559.51
3040 - Ferndale Community Fund	47,315.11	44,164.04
3050 - Fortuna Community Fund	200,906.87	166,216.80
3060 - Trinidad Community Fund	31,247.00	36,247.00
3065 - Rio Dell Community Fund	7,625.75	6,105.80
3070 - County Community Fund - North	372,471.37	284,036.25
3071 - County Community Fund - East	47,943.12	35,187.01
3072 - County Community Fund - South	394,185.62	278,202.18

Total Fund Balances

3,879,373.99

3,143,124.20

TOTAL LIABILITIES AND FUND BALANCES

\$ 3,879,373.99

\$ 3,143,124.20

FUND BALANCE NOTES:

Eff. 09/30/20 Airbnb remaining fund balance of \$81,194.55 was re-assigned to Op. Mktg - Zoo Fund.

Eff. 10/31/20 Unrestricted was re-assigned to HLA Zoo Fund (\$168,805.45) with the remainder re-assigned to HLA Marketing (\$42,194.55)

Zoo / Skywalk Funds were paid out - in full - May 2021.

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Humboldt Lodging Alliance, Inc.
STATEMENT OF REVENUES AND EXPENSES -- MODIFIED CASH BASIS
For the 5 Months Ended November 30, 2022 and 2021

	November 30, 2022	November 30, 2021
Revenues		
Assessments	\$ 611,424.66	\$ 826,917.16
Interest	<u>577.31</u>	<u>96.09</u>
Total Revenues	<u>612,001.97</u>	<u>827,013.25</u>
Expenses		
Administrative	7,630.44	40,164.25
Marketing	448,832.00	101,290.46
Community Projects	<u>124,525.00</u>	<u>(16,040.15)</u>
Total Expenses	<u>580,987.44</u>	<u>125,414.56</u>
Revenues Over (Under) Expenses	<u>\$ 31,014.53</u>	<u>\$ 701,598.69</u>

Humboldt Lodging Alliance, Inc.
SUPPLEMENTARY INFORMATION
SCHEDULE OF REVENUES -- MODIFIED CASH BASIS

	Current Year's Budget	Prior Year's Actual	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	5 Months Ended 11/30/22 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 41.67%</i>
	FYE 06/30/23	FYE 06/30/22		FYE 06/30/23		
ASSESSMENTS						
4010 - City of Arcata	\$ 358,611.93	\$ 300,196.20	\$ 58,415.73	\$ 143,995.97	\$ 214,615.96	40.15
4020 - City of Eureka	745,771.17	745,771.17	0.00	160,647.97	585,123.20	21.54
4030 - City of Ferndale	30,175.67	30,175.67	0.00	17,646.53	12,529.14	58.48
4040 - City of Fortuna	195,509.11	195,509.11	0.00	92,925.07	102,584.04	47.53
4050 - City of Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
4055 - City of Rio Dell	2,003.79	2,003.79	0.00	1,052.37	951.42	52.52
4060 - Co of Humb-North	187,756.96	234,696.20	(46,939.24)	74,911.19	112,845.77	39.90
4061 - Co of Humb-East	22,586.58	28,233.23	(5,646.65)	8,955.05	13,631.53	39.65
4062 - Co of Humb-South	214,158.51	267,698.14	(53,539.63)	111,290.51	102,868.00	51.97
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
Total Assessments	<u>1,756,573.72</u>	<u>1,804,283.51</u>	<u>(47,709.79)</u>	<u>611,424.66</u>	<u>1,145,149.06</u>	<u>34.81</u>
INTEREST						
4070 - Interest Income	229.24	229.24	0.00	577.31	(348.07)	251.84
Total Interest	<u>229.24</u>	<u>229.24</u>	<u>0.00</u>	<u>577.31</u>	<u>(348.07)</u>	<u>251.84</u>
OTHER INCOME						
4080 - Other Income	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Revenues	<u>\$ 1,756,802.96</u>	<u>\$ 1,804,512.75</u>	<u>\$ (47,709.79)</u>	<u>\$ 612,001.97</u>	<u>\$ 1,144,800.99</u>	<u>34.84</u>

REVENUE RECEIPT NOTES -- LAST PAYMENT RECEIVED:

COMMUNITY	DEPOSIT DATE	DEPOSIT AMOUNT	REC'D FOR FISCAL PERIOD	REC'D FOR CALENDAR PERIOD
CITY OF ARCATA	09/22/22	85,580.25	Q4 FYE 06/30/22	Apr - Jun 2022
CITY OF EUREKA	08/29/22	160,647.97	Q4 FYE 06/30/22	Apr - Jun 2022
CITY OF FERNDALE	11/29/22	9,428.74	Q1 FYE 06/30/23	Jul - Sep 2022
CITY OF FORTUNA	11/29/22	54,768.16	Q1 FYE 06/30/23	Jul - Sep 2022
CITY OF RIO DELL	11/29/22	620.43	Q1 FYE 06/30/23	Jul - Sep 2022
CO OF HUMB-NORTH	10/07/22	44,279.10	Q4 FYE 06/30/22	Apr - Jun 2022
CO OF HUMB-EAST	10/07/22	4,852.33	Q4 FYE 06/30/22	Apr - Jun 2022
CO OF HUMB-SOUTH	10/07/22	74,367.72	Q4 FYE 06/30/22	Apr - Jun 2022

BUDGET NOTES:

Current year's budget is based on prior year's actual revenue (adjusted to show 4 quarters rec'd for each region).

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Humboldt Lodging Alliance, Inc.
SUPPLEMENTARY INFORMATION
SCHEDULE OF EXPENSES -- MODIFIED CASH BASIS

	Current Year's Budget FYE 06/30/23	Prior Year's Actual FYE 06/30/22	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	5 Months Ended 11/30/22 Actual FYE 06/30/23	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 41.67%</i>
Expenses						
ADMINISTRATIVE						
5010 - Administration Fees	\$ 160,739.53	\$ 35,000.00	\$ 125,739.53	\$ 0.00	\$ 160,739.53	0.00
5010.01 - Acctg - HCCVB	0.00	0.00	0.00	0.00	0.00	0.00
5010.02 - Bank Charges	0.00	0.00	0.00	0.00	0.00	0.00
5010.13 - Insurance	4,180.00	4,180.00	0.00	2,143.00	2,037.00	51.27
5010.20 - Member Events	0.00	0.00	0.00	0.00	0.00	0.00
5010.31 - Printing	0.00	0.00	0.00	0.00	0.00	0.00
5010.32 - Postage	42.75	42.75	0.00	359.04	(316.29)	839.86
5010.33 - Prof Fees/Acctg (CMM)	8,523.33	8,523.33	0.00	5,128.40	3,394.93	60.17
5010.44 - Rent Expense	212.00	212.00	0.00	0.00	212.00	0.00
5010.51 - Website Access & Hosting	0.00	0.00	0.00	0.00	0.00	0.00
5010.52 - Website Maintenance	0.00	0.00	0.00	0.00	0.00	0.00
5020 - Other	0.00	0.00	0.00	0.00	0.00	0.00
5160 - Amortization Expense	2,189.00	2,189.00	0.00	0.00	2,189.00	0.00
Total Administrative	175,886.61	50,147.08	125,739.53	7,630.44	168,256.17	4.34
MARKETING						
5030 - Marketing Expenses	526,972.12	264,380.68	262,591.44	448,832.00	78,140.12	85.17
5035 - Opportunity Marketing Funds	0.00	0.00	0.00	0.00	0.00	0.00
5035.01 - Opp. Mktg Funds- Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
Total Marketing	526,972.12	264,380.68	262,591.44	448,832.00	78,140.12	85.17
COMMUNITY PROJECTS						
5040 - Arcata	215,167.16	500.00	214,667.16	0.00	215,167.16	0.00
5050 - Eureka	447,462.70	60,000.00	387,462.70	25,000.00	422,462.70	5.59
5050.01 - Eureka - Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
5060 - Ferndale	18,105.40	3,825.00	14,280.40	12,900.00	5,205.40	71.25
5063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
5070 - Fortuna	117,305.47	(23,101.15)	140,406.62	68,000.00	49,305.47	57.97
5080 - Trinidad	0.00	5,000.00	(5,000.00)	0.00	0.00	0.00
5085 - Rio Dell	1,202.27	0.00	1,202.27	0.00	1,202.27	0.00
5090 - Co of Humb-North	112,654.18	4,841.20	107,812.98	12,500.00	100,154.18	11.10

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Humboldt Lodging Alliance, Inc.
SUPPLEMENTARY INFORMATION
SCHEDULE OF EXPENSES -- MODIFIED CASH BASIS

	Current Year's	Prior Year's	Variance	5 Months Ended 11/30/22	Remaining Budget Amt	% Actual/ Budget
	Budget	Actual	<i>Cur Yr Bdgt - Pr Yr Actual</i>	Actual	<i>Cur Yr Bdgt - Cur Yr Actual</i>	<i>Target 41.67%</i>
	FYE 06/30/23	FYE 06/30/22		FYE 06/30/23		
5091 - Co of Humb-East	13,551.95	0.00	13,551.95	0.00	13,551.95	0.00
5092 - Co of Humb-South	128,495.11	30,586.00	97,909.11	6,125.00	122,370.11	4.77
5099 - 2% Reserves	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Community Projects	<u>1,053,944.24</u>	<u>81,651.05</u>	<u>972,293.19</u>	<u>124,525.00</u>	<u>929,419.24</u>	<u>11.82</u>
Total Expenses	<u>\$ 1,756,802.97</u>	<u>\$ 396,178.81</u>	<u>\$ 1,360,624.16</u>	<u>\$ 580,987.44</u>	<u>\$ 1,175,815.53</u>	<u>33.07</u>

BUDGET NOTES:

Current year's budget is based on prior year's actual revenue (adjusted to show 4 quarters rec'd for each region). 60% of revenue budgeted to the Community, 30% to Marketing and 10% to Admin. (Admin sub accounts are actual with difference budgeted to "Admin" general account.)

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

November 1, 2022 - November 30, 2022

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
1010 Cash-Redwood Capital Bank Checking (28165)				1,840, 183.17		
11/04/22	2		Deposit - Rio Dell Apr-Jun 2022; Fiscal Year=Q4 2022		431.94	
11/15/22	1633	Chuck Leishman	Chuck Leishman		(479.26)	
11/15/22	1634	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(2,785.90)	
11/15/22	1635	Push Marketing Inc	Push Marketing Inc		(213,000.00)	
11/15/22	1636	Richard Stenger	Richard Stenger		(12,500.00)	
11/29/22	2		Deposits		64,817.33	
11/30/22	1637	Nye-Zik Creative	Nye-Zik Creative		(125.00)	
11/30/22	1638	Push Marketing Inc	Push Marketing Inc		(95,000.00)	
11/30/22	1639	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
			Totals for 1010		<u>(264,890.89)</u>	<u>1,575,292.28</u>
1020 Cash-Redwood Capital Bank Savings (12738)				2,292, 895.70		
11/30/22	INT		Estimated Interest - Nov 2022		240.00	
			Totals for 1020		<u>240.00</u>	<u>2,293,135.70</u>
1900 Start-Up/Organizational Costs				32,837. 01		
			Totals for 1900		<u>0.00</u>	<u>32,837.01</u>
1905 Less: Accumulated Amortization				(21,891. 00)		
			Totals for 1905		<u>0.00</u>	<u>(21,891.00)</u>
3010 Unrestricted Fund Balance				295,665. 42		
11/04/22	2		Deposit - Rio Dell Apr-Jun 2022; Fiscal Year=Q4 2022		431.94	
11/15/22	1633	Chuck Leishman	Chuck Leishman - Mileage Reimb - Deliver Humb Area Guides		(479.26)	
11/15/22	1634	Cunningham, Malone & Morton	CM&M		(2,785.90)	
11/15/22	1635	Push Marketing Inc	Misfit - 2022 Tourism Campaign Sept-Oct		(213,000.00)	
11/15/22	1636	Richard Stenger	Richard Stenger - Qtrly Pmt for DMO Mktg Svcs NHLA		(12,500.00)	
11/29/22	2		Deposit - Rio Dell Jul - Sep 2022; Fiscal Year=Q1 2023		620.43	
11/29/22	2		Deposit - Ferndale Jul - Sep 2022; Fiscal Year=Q1 2023		9,428.74	
11/29/22	2		Deposit - Fortuna Jul - Sep 2022; Fiscal Year=Q1 2023		54,768.16	
11/30/22	1637	Nye-Zik Creative	Nye-Zik Creative - upload docs to HLA Website		(125.00)	
11/30/22	1638	Push Marketing Inc	Misfit / Push Mktg - 2022 Tourism Campaign for November		(95,000.00)	
11/30/22	1639	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
11/30/22	INT		Estimated Interest - Nov 2022		240.00	
			Totals for 3010		<u>(264,650.89)</u>	<u>31,014.53</u>
3012 Marketing Programs (30%)				(909,379. 22)		
11/04/22	2		Deposit - Rio Dell Apr-Jun 2022; Fiscal Year=Q4 2022		(129.58)	
11/15/22	1633	Chuck Leishman	Chuck Leishman - Mileage Reimb - Deliver Humb Area Guides		479.26	
11/15/22	1635	Push Marketing Inc	Misfit - 2022 Tourism Campaign Sept-Oct		213,000.00	
11/29/22	2		Deposit - Rio Dell Jul - Sep 2022; Fiscal Year=Q1 2023		(186.13)	

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

November 1, 2022 - November 30, 2022

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
11/29/22	2		Deposit - Ferndale Jul - Sep 2022; Fiscal Year=Q1 2023		(2,828.62)	
11/29/22	2		Deposit - Fortuna Jul - Sep 2022; Fiscal Year=Q1 2023		(16,430.45)	
11/30/22	1637	Nye-Zik Creative	Nye-Zik Creative - upload docs to HLA Website		125.00	
11/30/22	1638	Push Marketing Inc	Misfit / Push Mktg - 2022 Tourism Campaign for November		95,000.00	
11/30/22	1639	Lat 40 Collective	Lat 40 Collective		6,250.00	
Totals for 3012					<u>295,279.48</u>	<u>(614,099.74)</u>
3013 Administrative Fees Funds (10%)				(452,203.85)		
11/04/22	2		Deposit - Rio Dell Apr-Jun 2022; Fiscal Year=Q4 2022		(43.20)	
11/15/22	1634	Cunningham, Malone & Morton	CM&M		2,785.90	
11/29/22	2		Deposit - Rio Dell Jul - Sep 2022; Fiscal Year=Q1 2023		(62.04)	
11/29/22	2		Deposit - Ferndale Jul - Sep 2022; Fiscal Year=Q1 2023		(942.87)	
11/29/22	2		Deposit - Fortuna Jul - Sep 2022; Fiscal Year=Q1 2023		(5,476.82)	
11/30/22	INT		Estimated Interest - Nov 2022		(240.00)	
Totals for 3013					<u>(3,979.03)</u>	<u>(456,182.88)</u>
3020 Arcata Community Fund				(831,335.22)		
Totals for 3020					<u>0.00</u>	<u>(831,335.22)</u>
3030 Eureka Community Fund				(876,061.31)		
Totals for 3030					<u>0.00</u>	<u>(876,061.31)</u>
3040 Ferndale Community Fund				(41,657.87)		
11/29/22	2		Deposit - Ferndale Jul - Sep 2022; Fiscal Year=Q1 2023		(5,657.24)	
Totals for 3040					<u>(5,657.24)</u>	<u>(47,315.11)</u>
3050 Fortuna Community Fund				(168,045.97)		
11/29/22	2		Deposit - Fortuna Jul - Sep 2022; Fiscal Year=Q1 2023		(32,860.90)	
Totals for 3050					<u>(32,860.90)</u>	<u>(200,906.87)</u>
3060 Trinidad Community Fund				(31,247.00)		
Totals for 3060					<u>0.00</u>	<u>(31,247.00)</u>
3065 Rio Dell Community Fund				(6,994.33)		
11/04/22	2		Deposit - Rio Dell Apr-Jun 2022; Fiscal Year=Q4 2022		(259.16)	
11/29/22	2		Deposit - Rio Dell Jul - Sep 2022; Fiscal Year=Q1 2023		(372.26)	
Totals for 3065					<u>(631.42)</u>	<u>(7,625.75)</u>
3070 County Community Fund - North				(384,971.37)		
11/15/22	1636	Richard Stenger	Richard Stenger - Qtrly Pmt for DMO Mktg Svcs NHLA		12,500.00	
Totals for 3070					<u>12,500.00</u>	<u>(372,471.37)</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

November 1, 2022 - November 30, 2022

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
3071	County Community Fund - East			(47,943.12)		
			Totals for 3071		<u>0.00</u>	<u>(47,943.12)</u>
3072	County Community Fund - South			(394,185.62)		
			Totals for 3072		<u>0.00</u>	<u>(394,185.62)</u>
4010	City of Arcata			(143,995.97)		
			Totals for 4010		<u>0.00</u>	<u>(143,995.97)</u>
4020	City of Eureka			(160,647.97)		
			Totals for 4020		<u>0.00</u>	<u>(160,647.97)</u>
4030	City of Ferndale			(8,217.79)		
11/29/22	2		Deposit - Ferndale Jul - Sep 2022; Fiscal Year=Q1 2023		<u>(9,428.74)</u>	
			Totals for 4030		<u>(9,428.74)</u>	<u>(17,646.53)</u>
4040	City of Fortuna			(38,156.91)		
11/29/22	2		Deposit - Fortuna Jul - Sep 2022; Fiscal Year=Q1 2023		<u>(54,768.16)</u>	
			Totals for 4040		<u>(54,768.16)</u>	<u>(92,925.07)</u>
4055	City of Rio Dell			0.00		
11/04/22	2		Deposit - Rio Dell Apr-Jun 2022; Fiscal Year=Q4 2022		<u>(431.94)</u>	
11/29/22	2		Deposit - Rio Dell Jul - Sep 2022; Fiscal Year=Q1 2023		<u>(620.43)</u>	
			Totals for 4055		<u>(1,052.37)</u>	<u>(1,052.37)</u>
4060	Co of Humb-North			(74,911.19)		
			Totals for 4060		<u>0.00</u>	<u>(74,911.19)</u>
4061	Co of Humb-East			(8,955.05)		
			Totals for 4061		<u>0.00</u>	<u>(8,955.05)</u>
4062	Co of Humb-South			(111,290.51)		
			Totals for 4062		<u>0.00</u>	<u>(111,290.51)</u>
4070	Interest Income			(337.31)		
11/30/22	INT		Estimated Interest - Nov 2022		<u>(240.00)</u>	
			Totals for 4070		<u>(240.00)</u>	<u>(577.31)</u>
5010.13	Insurance			2,143.00		
			Totals for 5010.13		<u>0.00</u>	<u>2,143.00</u>
5010.32	Postage			359.04		
			Totals for 5010.32		<u>0.00</u>	<u>359.04</u>
5010.33	Prof Fees/Acctg (CMM)			2,342.50		
11/15/22	1634	Cunningham, Malone & Morton	CM&M		<u>2,785.90</u>	
			Totals for 5010.33		<u>2,785.90</u>	<u>5,128.40</u>

HLA - Humboldt Lodging Alliance, Inc.

General Ledger - HLA

November 1, 2022 - November 30, 2022

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
5030 Marketing Expenses				133,977. 74		
11/15/22	1633	Chuck Leishman	Chuck Leishman - Mileage Reimb - Deliver Humb Area Guides		479.26	
11/15/22	1635	Push Marketing Inc	Misfit - 2022 Tourism Campaign Sept-Oct		213,000.00	
11/30/22	1637	Nye-Zik Creative	Nye-Zik Creative - upload docs to HLA Website		125.00	
11/30/22	1638	Push Marketing Inc	Misfit / Push Mktg - 2022 Tourism Campaign for November		95,000.00	
11/30/22	1639	Lat 40 Collective	Lat 40 Collective		6,250.00	
Totals for 5030					<u>314,854.26</u>	<u>448,832.00</u>
5050 Eureka				25,000. 00		
Totals for 5050					<u>0.00</u>	<u>25,000.00</u>
5060 Ferndale				12,900. 00		
Totals for 5060					<u>0.00</u>	<u>12,900.00</u>
5070 Fortuna				68,000. 00		
Totals for 5070					<u>0.00</u>	<u>68,000.00</u>
5090 Co of Humb-North				0.00		
11/15/22	1636	Richard Stenger	Richard Stenger - Qtrly Pmt for DMO Mktg Svcs NHLA		12,500.00	
Totals for 5090					<u>12,500.00</u>	<u>12,500.00</u>
5092 Co of Humb-South				6,125.00		
Totals for 5092					<u>0.00</u>	<u>6,125.00</u>
Report Total						<u>0.00</u>
Net Profit/(Loss)						
Current Period		<u>(264,650.89)</u>				
Year-to-Date		<u>31,014.53</u>				

Distribution count = 54

HLA COMMUNITY RECEIPT 2019							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2019	April - June 2019	July - Sept 2019	Oct- Dec 2019	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$ 52,708.11	\$ 81,206.36	\$ 100,316.21	\$ 42,192.09	19.06%	\$ 276,422.77
3030	Eureka (4020)	\$ 99,053.82	\$ 150,687.86	\$ 194,514.64	\$ 88,825.39	36.76%	\$ 533,081.71
3040	Ferndale (4030)	\$ 3,036.00	\$ 7,410.05	\$ 12,741.68	\$ 5,688.80	1.99%	\$ 28,876.53
3050	Fortuna (4040)	\$ 17,403.53	\$ 34,704.70	\$ 45,357.87	\$ 15,949.34	7.82%	\$ 113,415.44
3060	Trinidad (4050)	\$ 3,379.96	\$ 8,571.98	\$ 15,715.35	\$ -	1.91%	\$ 27,667.29
3063	Airbnb (4063)	\$ 20,394.62	\$ 25,337.54	\$ 23,781.28	\$ 17,666.22	6.01%	\$ 87,179.66
3065	Rio Dell (4055)	\$ 473.03	\$ 313.26	\$ 653.27	\$ 1,276.51	0.19%	\$ 2,716.07
3070	County - North (4060)	\$ 27,063.99	\$ 40,266.99	\$ 56,373.87	\$ 39,964.03	11.29%	\$ 163,668.88
3071	County - East (4061)	\$ 3,093.96	\$ 4,296.07	\$ 6,212.80	\$ 3,624.19	1.19%	\$ 17,227.02
3072	County - South (4062)	\$ 29,084.73	\$ 60,823.16	\$ 78,424.97	\$ 31,489.82	13.78%	\$ 199,822.68
HUMBOLDT COUNTY TOTALS		\$ 255,691.75	\$ 413,617.97	\$ 534,091.94	\$ 246,676.39	100.00%	\$ 1,450,078.05

HLA COMMUNITY RECEIPT 2020							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2020	April - June 2020	July - Sept 2020	Oct- Dec 2020	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$ 26,084.66	\$ 52,775.29	\$ 85,436.56	\$ 53,173.58	19.66%	\$ 217,470.09
3030	Eureka (4020)	\$ 64,343.03	\$ 62,282.96	\$ 192,617.50	\$ 113,060.76	39.08%	\$ 432,304.25
3040	Ferndale (4030)	\$ 1,538.50	\$ 971.49	\$ 7,086.57	\$ 4,485.35	1.27%	\$ 14,081.91
3050	Fortuna (4040)	\$ 17,173.35	\$ 26,933.37	\$ 50,568.14	\$ 30,539.32	11.32%	\$ 125,214.18
3065	Rio Dell (4055)	\$ 783.38	\$ 248.91	\$ 196.80	\$ 437.51	0.15%	\$ 1,666.60
3070	County - North (4060)	\$ 17,082.66	\$ 14,838.92	\$ 45,391.26	\$ 57,597.44	12.20%	\$ 134,910.28
3071	County - East (4061)	\$ 2,226.28	\$ 3,756.25	\$ 7,525.04	\$ 4,061.56	1.59%	\$ 17,569.13
3072	County - South (4062)	\$ 26,244.94	\$ 31,824.93	\$ 77,684.93	\$ 27,266.20	14.74%	\$ 163,021.00
HUMBOLDT COUNTY TOTALS		\$ 155,476.80	\$ 193,632.12	\$ 466,506.80	\$ 290,621.72	100.00%	\$ 1,106,237.44

HLA COMMUNITY RECEIPT 2021							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2021	April - June 2021	July - Sept 2021	Oct- Dec 2021	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$ 50,236.95	\$ 94,159.57	\$ 134,997.92	\$ 71,038.71	20.65%	\$ 350,433.15
3030	Eureka (4020)	\$ 91,803.52	\$ 182,249.47	\$ 278,801.42	\$ 133,924.31	40.46%	\$ 686,778.72
3040	Ferndale (4030)	\$ 2,000.51	\$ 6,831.85	\$ 14,238.54	\$ 5,541.99	1.69%	\$ 28,612.89
3050	Fortuna (4040)	\$ 25,517.44	\$ 46,857.75	\$ 68,759.65	\$ 46,501.09	11.06%	\$ 187,635.93
3065	Rio Dell (4055)	\$ 299.56	\$ 522.90	\$ 896.54	\$ 383.35	0.12%	\$ 2,102.35
3070	County - North (4060)	\$ 30,148.44	\$ 45,567.63	\$ 63,970.67	\$ 37,412.02	10.43%	\$ 177,098.76
3071	County - East (4061)	\$ 6,161.38	\$ 5,705.15	\$ 7,391.37	\$ 4,913.77	1.42%	\$ 24,171.67
3072	County - South (4062)	\$ 38,650.74	\$ 63,140.97	\$ 93,761.78	\$ 44,878.45	14.17%	\$ 240,431.94
HUMBOLDT COUNTY TOTALS		\$ 244,818.54	\$ 445,035.29	\$ 662,817.89	\$ 344,593.69	100.00%	\$ 1,697,265.41

HLA COMMUNITY RECEIPT 2022							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2022	April - June 2022	July - Sept 2022	Oct- Dec 2022	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$ 58,415.73	\$ 85,580.25			18.01%	\$ 143,995.98
3030	Eureka (4020)	\$ 150,795.97	\$ 160,647.97			38.96%	\$ 311,443.94
3040	Ferndale (4030)	\$ 3,563.29	\$ 8,217.79	\$ 9,428.74		2.65%	\$ 21,209.82
3050	Fortuna (4040)	\$ 33,390.62	\$ 38,156.91	\$ 54,768.16		15.80%	\$ 126,315.69
3065	Rio Dell (4055)	\$ 201.00	\$ 431.94	\$ 620.43		0.16%	\$ 1,253.37
3070	County - North (4060)	\$ 30,632.09	\$ 44,279.10			9.37%	\$ 74,911.19
3071	County - East (4061)	\$ 4,102.72	\$ 4,852.33			1.12%	\$ 8,955.05
3072	County - South (4062)	\$ 36,922.79	\$ 74,367.72			13.92%	\$ 111,290.51
HUMBOLDT COUNTY TOTALS		\$ 318,024.21	\$ 416,534.01	\$ 64,817.33	\$ -	100.00%	\$ 799,375.55