**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY, June 1, 2022**

**10am via Zoom**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/85314042572?pwd=RG10L0pBYWFiSngrTHdvVHNuTEpuUT09>

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

**AGENDA**

1. CALL TO ORDER
2. ACTION ITEMS
3. AGENDA APPROVAL**:**  Approve/modify the following agenda for June 1, 2022
4. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from May 4,, 2022
5. FINANCIALS: Recommended action. Examine and approve of financials from May, 2022
6. Richard Stenger will review his publicity and promotion activities for 2022, and present a media plan for 2023. Recommended action: Vote to approve or modify the 2023 media plan presented.
7. Upcoming HLA election. Chris will lead a discussion on the upcoming 2023 election of the HLA Board of Directors, and officers. Chris will appoint an election committee to manage the election process.
8. Discussion Items
9. Jeff will present an update on the Marketing Committee activities.
10. Measure J committee overview. Discussion led by Chuck

**1II..** COMMITTEE REPORTS

I**V.** PUBLIC COMMENT

**V.** ADJOURNMENT