

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

Present: Cari Shafer, Lowell Daniels, Gary Stone, Chris Ambrosini, Tony Smithers

Guests: Matt Kolbert, Cameron Tyler

The meeting was called to order at 12:40 pm.

The minutes of the August meeting were reviewed and approved (Daniels/Shafer/unanimous).

The agenda for the September meeting was approved as submitted (Shafer/Stone/unanimous).

As the first order of business, Matt Kolbert of the Misfit Agency reported:

1. They are working on the “supplemental” activities for the 2016 campaign that had been approved by the Executive Committee.
2. New TV spots for Comcast Sports were previewed. These spots were made with existing footage to save money. The two spots were very different from one another.
3. The paid campaign comprises 15 spots over a three-week period. However, just as in the spring, some value added coverage was already being provided.
4. For new Humboldt County location shoots, the agency has to adapt to new regulations (and more severe consequences for violators) related to drone use.
5. New digital “pre-roll” video is in production and will be ready for preview soon.
6. The BART advertising launches on September 23, will run for at least four weeks, and utilizes four different poster designs featuring a “find the rabbit” promotion. The prize is a Humboldt County trip with lodging donated by the Humboldt Bay Inn.
7. The BART advertising is expected to generate 7.5 million impressions, which with value-added could extend to 12.3 million impressions. The monetary worth of the value added is \$33,000.
8. The agency is in planning for the “location featurette” video shoots. The first three locations agreed upon by the agency subcommittee are Avenue of the Giants, Patrick’s Point State Park, and Old Town Eureka. Scripts were being sent out for committee approval.
9. They are working on the preliminary 2017 campaign plan, which will be presented to the committee at the October meeting.

Next, the committee discussed issues around renewing the Humboldt County Tourism Business Improvement District. Chris Ambrosini, Cari Shafer and Tony Smithers had participated on a phone conference with Civitas Advisors, and a few questions had been identified for the committee to answer:

1. Will there be any minimum room count for inclusion in the HCTBID? Lowell Daniels said that the district should be all-inclusive. Gary Stone asked if the “small guys” benefit from the work of the HLA, and Mr. Daniels replied that they definitely do benefit. The issue was discussed at length, with the committee reaching agreement that the district will be all-inclusive.

2. District boundaries—it will be all of Humboldt County, but should Rio Dell be included. They opted out the last time. It was agreed that Rio Dell should be approached about joining the HCTBID upon renewal.

Tony Smithers then presented the August, 2016 financial statement and Community Tourism Fund status report, which was accepted as presented.

Under director announcements, Lowell Daniels spoke about Ferndale's Concours on Main event that was supported by the HLA. He said that the HLA was recognized on a banner, and that the event had received many accolades for its organization and planning. Mr. Daniels had been made an honorary judge.

Under public comment, Mr. Jim Christensen from the Ink People spoke about a proposed "Art Tourism" website that encompassed all of Humboldt County art and culture. This would "expand the Open Studios concept to a year-round event," he said, one that would attract art lovers and art buyers to the county. He mentioned the Ink People's Holiday Gala, for which they would be soliciting the donation of room nights, and also touched upon the display of local artwork in hotel lobbies.

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

Respectfully submitted by Tony Smithers