**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**THURSDAY SEPTEMBER 9 2021 / 10:00AM**

**ZOOM**

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 SEPTEMBER 9, 2021
4. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from 7/13/2021
5. FINANCIALS: Recommended action. Examine and approve of financials from August 2021
6. RECOMMENDATIONS FOR HLA OFFICERS: Executive Committee to provide the Board recommendations on HLA Officers for 2021-2022. Recommended Action: Vote to approve Executive Committee recommendations.
7. SELECT DATE FOR NEXT BOARD MEETING: Recommended Action: Vote to approve date selected:
8. MARKETING COMMITTEE: Chris will appoint a committee of 3 volunteers to serve on a marketing committee to work with Chuck on marketing and advertising initiatives. This committee will work with Chuck to bring recommended initiatives to the Executive Committee for approval.
9. DISCUSSION ITEMS

**A) Sky Walk/ Standing Tall presentation.** Chuck will present the Sky Walk Standing Tall marketing materials.

**B) Resumption of marketing:** Discussion on when best to resume media campaign.

1. **State Capital Display:** Update and discussion led by Chris
2. DIRECTOR COMMENT S
3. PUBLIC COMMENTS
4. ADJOURNMENT