

Humboldt Lodging Alliance Executive Committee

Meeting Wednesday, August 15, 2012, 10:00 am to 11:25 am

1034 2nd Street, Eureka

AGENDA

- 10:00 AM Call to order
Review and approve minutes of July 2012 meeting
- 10:10 AM **HCCVB Reimbursement**—review the “hard” costs incurred by HCCVB in formation of HLA and the assessment district. Discuss schedule for reimbursement based on expected cash flow.
- Insurance Update**—follow up on directors & officer’s insurance
- Blue Lake and Bear River Casinos**—further discussion of policy and best strategy to partner with these non-assessed businesses.
- Visit Humboldt Marketing Plan**—develop schedule for presentation of joint HLA/HCCVB marketing plan for board approval. Determine which stakeholders to include in this process. Guide staff by setting priorities for the following pieces of the marketing mix:
- Publications and distribution
 - Website and social media, mobile apps
 - Consumer travel shows
 - Travel trade/International
 - Group travel and meeting sales
 - Sports marketing
 - Event coordination
 - Publicity & public relations
 - Video production & distribution
 - Seasonal promotions
 - Hospitality training/concierge services
 - Advertising:
 - Print
 - Online
 - Radio
 - Television/cable
 - Billboards
- 11:25 AM Adjourn