

AGENDA

Humboldt Lodging Alliance Executive Committee Monthly Meeting

Location: **Red Lion Hotel, 1929 Fourth Street, Eureka**
Date: **Wednesday, April 9, 2014**
Time: **2:00 pm to 4:00 pm**

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. MARCH MEETING MINUTES*
Recommendation: Approve/comment on last meeting's minutes
- IV. AGENDA APPROVAL
Approve/modify the following agenda for April 2014
- V. OLD BUSINESS
 - Video project—Spring shoot list*
 - Photography*
- VI. ACTION ITEMS
 1. **Review March Financial Statement***
Recommended action: Receive report on March finances and direct staff accordingly.
 2. **Presentation from 101 Guides (20 min.)**
Gregg Gardiner, publisher of 101 Things to Do in Humboldt and other tourism guides, will explain the services he provides to the visitor industry. Recommended action: Receive presentation and provide feedback.
 3. **Marketing Manager Job Description*** .
Review proposed job description for HLA Marketing Manager and set a budget for this position.
Recommended action: Discuss and direct staff.
 4. **Board Meeting**
The HLA board meeting is scheduled for April 30 in Benbow. Receive staff recommendation for board agenda and suggest additional agenda items. Recommended action: Discuss and direct staff accordingly.
- VII. PUBLIC COMMENT PERIOD
- VIII. MEETING ADJOURNS

*Document attached