

Humboldt Lodging Alliance

Meeting of the HLA Board of Directors

Wednesday, June 14, 2023 1pm

At the Holiday Inn Express in Eureka in person and on Zoom

Minutes

In person attendance:

Sherrie Potter, Hotel Arcata,

Pritesh Patel, Super 8 Fortuna,

Lowell Daniels, Victorian Inn Ferndale

Chris Ambrosini, Best Western Plus Humboldt Bay Inn, Eureka

Nil Patel, Holiday Inn Express, Eureka

Attendance via Zoom:

Mike Caldwell, Inn of the Lost Coast, Shelter Cove

Donna Hufford, Roosevelt Base Camp, Orick

Alpesh Natha, Bayside Inn and Suites, Eureka

John Porter, Benbow Historic inn

Meeting Called to order: 1:32 PM

I. Welcome and Introductions.

II. Minutes. Motion to approve minutes from the 2/15/23 Board meeting from Lowell Daniels with a second from Mike Caldwell. Minutes approved through a unanimous roll call vote

III. Agenda. Motion to approve Agenda for 6/14/23 from Donna Hufford with a second from Nil Patel. Agenda approved through a unanimous roll call vote.

IV. Financials. Chuck reported that all collections for 2022 are complete. 1,560,888 was the total for 2022. Motion to approve financials through May, 2023 from John Porter with a second from Lowell Daniels. Financials approved through a unanimous roll call vote.

V. Action Items

VI HLA Board nominations for 2023=2025 seats

Nil Patel, HLA Secretary, reported on the nominees for the 2023-2025 HLA Board. Mark Carter, of Carter House Inns asked that GM Tony Ritchie replace him on the board due to time constraints. Kelly Martin is stepping away. Nominating committee interviewed Regina Adams from Bayshore Inn. Noor Mubeen new owners of Coho and Einstein Perinbaraj from the Fortuna Riverwalk Hotel, were also interviewed and approved by the nominating committee. Einstein introduced himself. He is looking to help any efforts to help the lodging industry flourish in Humboldt County. A motion to approve the nominees was made by Lowell Daniels with a second from Donna Hufford. The board unanimously approved the nominees selected and interviewed by the nominating committee. Next steps are to send out the election letter/ballot. Within 30 days, if 25% or more of the HLA members do not submit a petition for another candidate(s), then the board will accept the nominees as new members.

VII. Presentation on higher yield interest rate plans on HLA bank account

With interest rates going up, Chuck interviewed 6 different local banking institutions to learn about the current APY yields available. The best programs available were from HLA's current bank, Redwood Capital Bank. They offered an interest rate of 4.25% quarterly on amounts of one million or more. Additionally, another program of interest was through US Bank. HLA could buy treasury notes maturing every quarter at an interest rate of 4.25 percent. These treasury notes would be purchased every quarter in the amount of \$250,000 to assure FDIC protection. Chris mentioned that he had recently worked with his bank to assure an interest rate of 4% on bank balances for Humboldt Bay Inn, without having to tie up funds for each quarter. After much discussion and a motion from Lowell Daniels with a second from John Porter the Board agreed to let a committee of Chuck, Chris, and Pritesh, negotiate the best possible interest rates available and asked that the committee to choose the best program going forward. The motion was approved and a roll call vote was unanimous.

VIII. Matt from Misfit provided an update on HLA marketing

There are 5 layers of marketing investments: Television, Paid social media, Display Banners, Video, Paid Search. Numbers presented were from Feb 2023 through May 2023.

Television: 15 spots purchased. Actual spots provided from NBC Sports were 396 with \$1.458,000 impressions. HLA invested \$55,000 and received a value of \$181,750.

Display banners: Travel industry benchmarks are .008%. HLA performed above industry standard benchmarks at 0.44 %. Total Impressions: 4.015 million Total click throughs: \$17,803

Digital Video completion rates: Travel Industry Benchmark 59%. HLA performance 79%.

Paid Search: Industry Benchmark: 6% HLA performance: 8.84%

Paid Social Media: Industry Benchmark: 1%. HLA performance: 1.82%

Sherrie requested that sales at her hotel were down and would the board consider investing more in advertising. Matt replied that during the busy seasons, since HLA traditionally is dark, that more could be done then.

IX. Marketing Committee update:

Mike reported that the marketing committee is meeting regularly to update and refresh the visithumboldt.com web site and hope to have the new refreshed site up soon

IX. Director Reports:

Nil reported that the Eureka HLA is working with the City of Eureka to cover up the graffiti on the main drags in Eureka. Eureka HLA will eventually invest \$50,000 over a year to hire a painter to work regularly (monthly retainer) If it cuts down on the graffiti over time.

XII. Public Comment: No Public Comment

Adjournment 3:20 pm.