**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY, June 1, 2022**

**10am via Zoom**

**Minutes**

Attendees: Lowell, Jeff, Gary, John, Chris, Nil, Shailesh, Richard, Chuck

1. ACTION ITEMS
2. AGENDA APPROVAL**:**  Agenda for June 1, 2022, approved unanimously L/ J
3. MEETING MINUTES ***.*** Minutes of the Executive Committee meeting from May 4, 2022, unanimously approved L/J
4. FINANCIALS: Financials from May, 2022, unanimously approved J/J
5. Richard Stenger reviewed his publicity and promotion activities for 2022-2023, and presented a media plan for 2023-2024. The plan for 2023-2024 was unanimously approved on freelance agreement for $75,000 for 2023-2024 for Richard.
6. Upcoming HLA election. Chris led a discussion on the upcoming 2023-2024 election of the HLA Board of Directors, and officers. Chris appointed an election committee of Chuck, Nil, and Chris to manage the election process.
7. Discussion Items
8. Jeff provided an update on the Marketing Committee activities. The Humboldt Area are completed and will be printed in June. Richard brought up a possible promotion for giveaway gas cards in conjunction with a promotional event. The group liked the idea and more discussion will follow.
9. Measure J committee overview. Chuck led a discussion of actions taken by the Measure J committee of Jeff, John, Chris, Chuck, and Richard. Coverage of HLA’s Opposition position in local media included, Red Headed Black Belt, North Coast Journal, Lost Coast Outpost, and radio ads paid for by Jeff and John on Lost Coast Outpost radio stations.

**1II..** COMMITTEE REPORTS- There were no committee reports

I**V.** PUBLIC COMMENT- There was no public comment

**V.** ADJOURNMENT- 11:37AM