Humboldt Lodging Alliance

Meeting of the Executive Committee

**TUESDAY, SEPTEMBER 9, 2021 / 10AM**

**ZOOM Meeting**

**MINUTES**

Present: Chris, John, Chuck, Nil, Shailesh, Lowell, Marc, Jeff, Gary, Matt, and Mike

**I. CALL TO ORDER:** Chris called the meeting to order at 10:13

**II. ACTION ITEMS**

1. **AGENDA APPROVAL.** Agenda for 9/9/2021 approved. Lowell/Mike

1. **Meeting Minutes*.*** Meeting minutes for July 13, 2021 approved (Lowell/Jeff)
2. **Financials.** August 2021 financial report approved. Marc/Jeff
3. **Marketing Committee appointed:** Chris appointed Jeff (committee chair), Gary, and Mike, to serve on a marketing committee to assist Chuck in planning HLA marketing initiatives.
4. **Executive committee approval of 2021-2023 board officers were approved unanimously.** Marc/Lowell

4 board members elected for 2021-2022 officers of the HLA Board are:

Chairman: **Chris Ambrosini**, BW Plus Humboldt Bay Inn, Eureka

Chair Elect: **Lowell Daniels**, Victorian Inn, Ferndale

Vice-Chair: **John Porter**, Benbow Historic Inn, Southern Humboldt

Secretary/Treasurer: **Marc Rowley**, Coho Cottages, Eastern Humboldt

**Executive Committee Board** **members elected and unanimously approved for the 2021-2023 term**

● Shailesh Patel, Hampton Inn – Arcata ● Sherry Potter, Arcata Hotel – Arcata ● Chris Ambrosini, Best Western Plus Humboldt Bay Inn – Eureka ● Mark Carter, Carter House Inn – Eureka ● Kelly Martin, Humboldt Bay Extended Stay – Eureka ● Nil Patel, Holiday Inn Express – Eureka ● Pritesh Patel, Super 8 – Fortuna ● Jeannie Jacobs, Best Western Plus Humboldt House Inn – County South The term for nine (9) Directors of the Humboldt Lodging Al

**111. DISCUSSION ITEMS**

1. **Standing Tall Sky Walk package presentation**

Chuck gave a presentation including video, and social media, for the Standing Tall package. The exec comm. Deferred to the marketing committee to recommend an action plan for resumption of the media campaign for Q4. The committee will report back at the next meeting.

1. **Capitol Display discussion.**

Chris led the discussion. The State Capitol is currently closed to the public due to Covid 19. Gary suggested that we look for alternative ways to display the exhibit.

There were no director reports or public comment and the meeting was adjourned at 11:15am