

## **Humboldt Lodging Alliance**

### **Executive Committee Meeting July 8, 2020 Zoom Conference**

Present: Chris Ambrosini, Gary Stone, John Porter, Lowell Daniels, Mike Caldwell,

- 1) meeting called to order at 12pm via Zoom
- 2) agenda approved John/Lowell
- 3) June meeting minutes approved Mike/John
- 4) Financials approved Lowell/Gary
  
- 5) Board member slate for 2020-2022 Board seats was ratified by Board Secretary, Marc Rowley.
  
- 6) Chris led a discussion on selection of Executive Committee members. 3 board members came forward for consideration. Nil Patel, Kelly Martin, and Jeff Durham. Discussion ensued. It was agreed that more discussion at the board level would ensue.
  
- 7) The date of July 29,2020 was voted and approved for the next HLA board meeting. Meeting was adjourned. Lowell/John
  
- 8) Discussion on when to start the Standing Tall advertising campaign resulted in a vote to start the campaign as soon as a week from this meeting. Chuck would initiate the campaign with the Misfit Agency. Marc/Mike
  
- 9) Discussion of hiring a Social Media coordinator. A budget of \$500- \$700 per month for one year for a social media coordinator was approved to promote Visit Humboldt on Facebook and Instagram. Mike/Chris

meeting adjourned