**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY JANUARY 5, 2022 /10:00AM**

**ZOOM**

Join Zoom Meeting
<https://us02web.zoom.us/j/88277069057?pwd=UjRnSzJncENkbVNhSFJiNzFUUFBHUT09>

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

AGENDA

1. CALL TO ORDER
2. ACTION ITEMS
3. AGENDA APPROVAL**:**  Approve/modify the following agenda for January, 2022
4. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from 12/08/2021.
5. FINANCIALS: Recommended action. Examine and approve of financials from December, 2021.
6. Discussion Items
7. Coast Redwood Discovery Center funding discussion. This project will be built adjacent to the Redwood Sky Walk. The group discussing the project include Don Banducci, Gretchen Ziegler (former Eureka Zoo director), and Kirk Cohune (Greenway Partners). This will be an exploratory discussion on potential funding from HLA.
8. Jeff will give an update on the Humboldt Area Guides, and provide a Marketing Committee update.
9. Chuck will give a report on the results of the Standing Tall Media Campaign.
10. PUBLIC COMMENTS
11. ADJOURNMENT