

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS
WEDNESDAY, NOVEMBER 7, 2012, 2:00 TO 3:30 PM
AT THE ADORNI CENTER (CONFERENCE ROOM)
1011 WATERFRONT DRIVE, EUREKA, CALIFORNIA

Agenda

*Document enclosed

1. Welcome and Introductions

2. Approval of the October, 2012 Board Minutes* (Action Item)

3. Old Business

4. Public Comment

Members of the public may address the board on topics not included in the agenda

5. Marketing Plan Brainstorm

Goals: to comment on the proposed Consolidated Marketing Plan (attached); to suggest new ideas, strategies and projects to be included in the Plan; to confirm HLA marketing objectives and priorities; to set HLA budget percentages for Humboldt Visitors Bureau marketing (ie the Consolidated Marketing Plan) and for other, non-plan marketing projects; to provide staff with direction for finalizing the 2012-2013 Marketing Plan.

Relevant attachments:

- Proposed 2012-2013 Consolidated Marketing Plan
- June, 2012 Board Retreat Notes
- Sample hybrid marketing plan from Mendocino County

Call-in Information

If you are unable to attend the meeting in person, you can still participate by conference call! Just follow these steps:

Call 1 (605) 475-5900

Enter this Access Code: 855-4688

Follow the directions to join the meeting. We will hear you on the speakerphone.