



HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS
THURSDAY, OCTOBER 29, 2015, 12:00-2:00 PM
THE VICTORIAN INN, 400 OCEAN AVE., FERNDALE, CALIFORNIA

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. **Welcome and Introductions**
2. **Agenda Approval.** Approve/modify the following agenda for October 2015.
3. **July, 2015 Board Minutes*** Requested Action: Approve the July, 2015 Board Minutes.
4. **Financial Statement*.** Receive report on HLA September 30, 2015 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve September report.
5. **Agency & Campaign Report.** Requested action: Receive report, discuss and take appropriate actions.
 - a. Follow the Magic Campaign (Advertising, metrics, etc.)
 - b. Campaign Website
 - c. Front Desk Kit
 - d. 2016 Campaign Planning
6. **Executive Committee Report.** Requested action: Receive report, discuss and take appropriate actions.
 - a. HCTBID Renewal Planning
 - b. Video and Photography projects wrapping up
 - c. Game Over—Human Trafficking in Humboldt
 - d. Humboldt Steelhead Days
7. **Agreement with Airbnb.** (1:30 pm) The County of Humboldt is negotiating an agreement with Airbnb, which all Humboldt cities will be invited to join, naming Airbnb as a lodging operator for collection of bed taxes and assessment revenues. Requested action: Receive report from John Bartholomew, Humboldt County Treasurer/Tax Collector, and ask questions.
8. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
9. **Public Comment.** Members of the public may address the board on topics not included in the agenda
10. **Adjourn at 2:00 pm**