

## HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS  
WEDNESDAY, OCTOBER 29, 2014, 1-3 PM  
RED LION HOTEL, 1929 FOURTH STREET, EUREKA, 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 2014
3. **July, 2014 Board Minutes\***. Requested Action: Approve the July 2014 Board Minutes as-is or amended.
4. **Financial Statement\***. Receive report on HLA September 30, 2014 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve September report.
5. **Destination Video Project.** Malcolm deSoto will present a preview of destination video shot in the past three months. (15 min) Requested action: receive presentation and provide feedback.
6. **Destination Photography Project.** Gary Todoroff will report on his work over the past months and present selected images. (15 min) Requested action: receive presentation and provide feedback.
7. **Destination Branding Workshop.** (1 hour) Matt Kolbert, David Flanagan and Carol Gleeson from Misfit marketing agency will conduct a workshop with HLA board members on identifying and refining the brand elements and key messages to include in a re-branding of Humboldt County tourism. They will report on their activities and direction from their first month of research and development.
8. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
9. **Unfinished Business**
  - Changing HLA bylaws to reduce the required board quorum. Requested action: make and approve a motion to change the required board attendance to 33% (seven board members) to constitute a quorum at HLA board meetings.
  - HCCVB Online Advertising—Staff report
10. **Public Comment.** Members of the public may address the board on topics not included in the agenda
11. **Adjourn at 3:00 pm**