

Minutes of the Humboldt Lodging Alliance, meeting Monday, February 25, 2019 at Victorian Inn, Ferndale, California

Present: Chris Ambrosini, Gary Stone, Shailesh Patel, Nil Patel, Kelly Martin, Lowell Daniels, Pritesh Patel, Ken Galarowicz, Marc Rowley, Lowell Daniels

The meeting was called to order at 1:05 pm by Chris Ambrosini.

The agenda for February 25th was approved (Rowley/Stone/unanimous).

The minutes from November 2018 are still being located by the Bureau due to the death of Tony Smithers.

The meeting began with Chris Ambrosini providing an overview of the Great Race's past discussions with Tony regarding providing support to the event. Based on prior discussions, Tony had indicated to the event organizers that the HLA was interested in bringing the event to Eureka on June 25th 2019. Tony reached out to Dale Warmouth to assist in bringing the event to Eureka. Dale handed out the event's brochure from the prior year and provided some insight to the event at the board meeting. The race begins in Riverside and ends in Tacoma with one of the overnight stops scheduled in Eureka. A car show will be staged in Old Town the evening of the 25th. Approximately 175 cars will be participating in the event, 30-40 support cars, which indicates about 350 people will be staying in Eureka according to Dale. Multiple hotels in the area already have reservations on the books for the event according to Chris Ambrosini.

Alanna Powell is also assisting with the event by coordinating food trucks, seating, and a band in old town. A funding request of \$15,000 was made, \$5,000 goes to the event organizer as a hosting fee, and the remaining \$10,000 is primarily associated with food costs/event setup for an evening dinner that must be provided based on the Great Race's standard request for host cities.

Lowell Daniels made a motion that the HLA provide \$7,000 and the ELA provide \$8,000 in order to fulfill the funding request. Rowley second the motion. All were in favor of the motion except Stone and N Patel.

Greg from 101 Publications came to present to the board advertising options in his publication which is distributed in numerous counties on the coast. The board was presented pricing options for full and half page ads. Marc made a motion to do a full page ad in Mendocino county, Daniels second, 4 in favor (Rowley, Daniels, Galarowicz, Ambrosini, and 5 opposed (Stone, S Patel, N Patel, P Patel, Martin).

After the first motion failed to pass Nil Patel made a motion to do a glossy half page ad in both Sonoma and Mendocino counties, Shailesh 2nd, 5 in favor (Stone, S Patel, N Patel, P Patel, Martin), and 4 opposed (Rowley, Daniels, Galarowicz, Ambrosini). Total cost of the two ads will be \$6,364 and Lowell and Chris will approve the artwork for the ad.

Marc provided an update on the future of the Bureau. He expects that the Bureau will continue to function although it will be a much leaner operation with a reconfigured board and mission.

Matt Kolbert of Misfit performed a remote video conference update on the HLA's website redesign as well as progress on the display at the state capitol. He expects the new site to be up in a few days.

Gary provided a brief update on the canopy walk. We are to receive a presentation from the zoo and Greenway hopefully in March.

Next meeting will occur on TBD date.

With no further business, the meeting adjourned at 4:07 pm.