Humboldt Lodging Alliance

Executive Committee Meeting

March/4 2020

Red Lion Hotel

Present: Chris Ambrosini, Gary Stone, Lowell Daniels, John Porter, Marc Rowley, Mike Caldwell, Ken Galarowitz, Shallesh Patel, Donna Hufford

Others Present:

This meeting was called to order at 12p.m., in the conference room of the Red Lion Hotel,

Eureka. A quorum was present.

II The Agenda was approved as presented (Hufford/Rowley)

1. **The minutes** of the February meeting were read and approved as presented (Daniels/Rowley)
2. **Financial Reports** were submitted through February 29 following review it was moved and seconded and approved to accept as presented (Daniels/Rowley). Chris gave an update on Financials: Airbnb is no longer giving funds. There are still some Airbnb funds in the HLA Bank. A Discussion pursued on Arcata’s non-payment status. Agreed that a 5 day collection letter would be sent to City of Arcata. Motion approved and seconded (Daniels/Rowley)

Chris reported that Chuck Leishman had been added as a co-signer on approved HLA disbursements as previously agreed.

1. **Marketing Brainstorm**

Chuck Leishman led a discussion on marketing going forward for HLA. It was agreed that further discussion was needed before Misfit’s proposals could be considered. Some of the discussion centered around the need for regional events. Marc mentioned Humboldt County Trellis Cannabis marketing funds and the possibility of additional funds up to a million for Tourism marketing. Chuck will look into that. Marc mentioned the recent disc golf tournament that brought 250 people to Willow Creek without any marketing. Lowell mentioned that weddings bring out of town guests and we could look into marketing. Gary mentioned we can pursue HLA generated events and existing community events mentioning bringing a home-school field trip event. Chuck will present a marketing proposal for consideration at the next Executive committee meeting.

1. **Bureau Update**

Genie is leaving. She has been doing HLA numbers. Genie does more including tracking incoming funds from the various regions. Tracks payables and receivables and updating website. Will retain Genie temporarily. Motion moved, seconded, and approved

(Daniels/Patel)

1. **Canopy Walk Update**

Gary reported that the name Redwood Sky Walk had been approved and is now the official name. The project will break ground next week. The Native Predator exhibit funding was approved by Bear River and will be built after the Sky Walk is finished.

The next exec. Committee meeting was scheduled for April 1, 2020.

A motion to adjourn was moved and seconded and approved. (Patel/Daniels)