**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY, March 2, 2022**

**10am via Zoom**

 <https://us02web.zoom.us/j/88105062591?pwd=dlNwbXYzUFBWeUxETGZKTjFjb1I4dz09>

**Minutes**

**Attendance:** Lowell, Chris, Gary, Mike, John, Jeff, Nil, Marc, Chuck, Cody Raggatz, Diana Rios,

1. CALL TO ORDER- Meeting called to order by Chris at 10:10am
2. ACTION ITEMS
3. AGENDA APPROVAL**:**  Agenda for March 2, 2022. Chris requested for a motion to move up the discussion of the Humboldt County Aviation Department grant proposal, (a) under discussion items, be moved up to the top of the agenda to accommodate Diana and Cody from Humboldt County aviation. The motion was made (M/J) and unanimously approved.
4. Chuck gave a brief overview of the county proposal and discussed options on possible funding brought forth from the HLA Marketing Committee. Options included funding airline co-op opportunities with a combination of funds from HLA North, the HLA 30% general fund, and a combination of other HLA regional funds. If HLA wanted to grant funds for Airline Co-op advertising it would be on 50-50 match from an airline. John felt that any funding for co-op advertising should come from HLA North, Arcata, and Eureka. Chris felt that each co-op request should be looked at individually and funded on the merit of each proposal. Marc expressed that HLA East received very little traffic from airline travel due to the distance from the airport and transportation complications. Lowell felt that airlines didn’t bring enough business to Ferndale to warrant a major investment from HLA.
5. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from February 2, 2022. J/L. Unanimous approval
6. FINANCIALS: Recommended action. Examine and approve of financials from February. J/M. Unanimous approval
7. HUMBOLDT AREA GUIDES: Jeff led a discussion asking for final approval on funding for the HAG project. L/G. Unanimous Approval

 **1V.** COMMITTEE REPORTS- no committee report

 **V.** PUBLIC COMMENT-

Cody thanked the group for considering County Aviations’s grant request and encouraged the HLA to contact him with any questions or concerns.

 **V1.** ADJOURNMENT