

# HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS

**THURSDAY, OCTOBER 19, 9:00 TO 10:00 AM**

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. Appointment of HLA Executive Committee. Requested Actions:

- Approve the following slate of board members to serve on the Executive Committee: Chris Ambrosini, Mike Caldwell, Lowell Daniels, Donna Hufford, Shailesh Patel, John Porter, Marc Rowley, Cari Shafer, Gary Stone.
- Appoint board officers from Executive Committee members:
  - Chris Ambrosini, Board Chair
  - Lowell Daniels, Vice Chair
  - Donna Hufford, Secretary/Treasurer

### 3. Agenda Approval. Approve/modify the following agenda for October 19, 2017

### 4. April 2017 Board Minutes \*Requested Action: Approve the April 2017 Board minutes .

### 5. Vacant Board Seats

There are vacant seats in Fortuna and Eureka. Recommended action: discuss candidates and appoint new board members to those seats.

### 6. 2017-2018 Budget

Recommended action: review and approve proposed budget for this fiscal year.

### 7. Misfit Campaign Report of October 2017.\* Requested action: Review report, discuss and provide direction to the Executive Committee.

### 8. Report to the Board of Executive Committee actions. Requested action: receive report, ask questions and provide direction as appropriate.

- Received presentation about Humboldt Bay Trail
- Misfit social media presentation
- Agreements renewed with County of Humboldt and Eureka-Humboldt Visitors Bureau
- Misfit preliminary campaign recommendations for 2018

### 9. Financial Statement\*. Receive report on HLA September 2017 financial statement and Community Funding/Opportunity Marketing Funds. Staff will report on projected finances for fiscal year 2017-2018. Requested action: Approve reports.

### 10. Director Reports. All HLA directors are encouraged to report on relevant activities.

### 11. Public Comment. Members of the public may address the board on topics not included in the agenda

### 12. Adjourn at 10:00 am