

## **HLA Executive Committee Meeting Agenda November 4, 2020**

Location: **Zoom Meeting**

Date: **November 4, 2020**

Time: **10:00AM**

Members of the public may address the HLA Executive Committee on any agenda item. Non-Agenda items may be addressed during the public comment period. Speakers are limited to 3 minutes.

- I. CALL TO ORDER
- II. AGENDA APPROVAL: Approve/modify the following agenda
- III. ACTION/DISCUSSION ITEMS

1) **October Meeting Minutes:** Recommended action. Examine and approve/modify the minutes of October meeting.

2) **Financials:** Approval of October financials.

- a. There was an approved motion to move the \$211,000 of unrestricted funds into the HLA general fund - \$168,000 of which have been moved into the HLA Skywalk fund. The remaining \$43,000 of the \$211,000 remains in the HLA general fund.

3) **Standing Tall Updates:** Chuck will present two videos. One will be reflecting Humboldt as a natural social distancing destination. The second will be the Ferndale Standing Tall video.

4) **Discussion on Marketing Initiatives and New Website**

- IV. COMMITTEE REPORTS
  - a. Update on HLA/Bureau Alliance
  - b. Update on Bylaws Committee

V. DIRECTOR REPORTS

VI. PUBLIC COMMENT PERIOD

ADJOURNMENT

