**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY, May 4, 2022**

**10am via Zoom**

**Join Zoom Meeting**

 <https://us02web.zoom.us/j/82569737843?pwd=K0E3WlJRYmNGalp0VTZpQmJjc0pLdz09>

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. CALL TO ORDER
2. ACTION ITEMS
3. AGENDA APPROVAL**:**  Approve/modify the following agenda for May 4, 2022
4. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from April 6, 2022
5. FINANCIALS: Recommended action. Examine and approve of financials from April , 2022
6. Cassandra Hesseltine from the Humboldt/Del Norte Film Commission will give a presentation and request funding for 2022-2023. Recommended Action: Discuss and vote on the funding request.
7. HLA has made a firm stance in opposing Measure J. A letter in opposition from HLA was entered into public record by the Humboldt County Board of Supervisors on April 26, 2022. Recommended Action: discuss and determine next steps in opposition on Measure J.
8. The Humboldt County Board of Supervisors approved the formation of a workgroup to make recommendations to the BOS on how to direct funding from Measure J. HLA will have a seat on the committee. Recommended action: Discuss and determine if HLA will be a part of this workgroup and who will represent HLA.
9. Matt from Misfit will present the branding and advertising campaign previewed and recommended by the marketing committee. Recommended action: Discuss and vote on approval of the campaign.

**1II..** COMMITTEE REPORTS

1. The HLA Marketing Committee will give an update from on the Misfit marketing and branding Campaign.

I**V.** PUBLIC COMMENT

**V.** ADJOURNMENT