

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS
TUESDAY, OCTOBER 25, 2016, 12:00-2:00 PM
HOLIDAY INN EXPRESS HOTEL, 815 WABASH AVE., EUREKA, 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. **Agenda Approval.** Approve/modify the following agenda for October 25, 2016.
3. **July 2016 Board Minutes** Requested Action: Approve the July 2016 Board minutes .
4. **Proposed 2017 Marketing Campaign*** Enclosed are two documents prepared by the Misfit Agency: *the HLA 2017 Plan Recommendations* is a slide show with a graphic presentation of campaign budgets and strategies. *The HLA 2017 Marketing Recommendations—Written Plan Summary* is an in-depth analysis of marketing audience, creative, channels, budget and schedule. Requested action: discuss and develop feedback for the agency to finalize the 2017 Campaign plan.
5. **Renewal of the Humboldt County Tourism Business Improvement District.** The Executive Committee has accomplished a variety of tasks for district renewal. Requested action: receive report and provide direction.
 - Engagement of Civitas Advisors for district renewal consulting*
 - Management District Plan: revenue allocation
 - Management District Plan: term of district
 - Management District Plan: geographical boundaries (participating jurisdictions)
 - Renewal Schedule
 - HLA Renewal Report to Assessed Businesses
6. **Misfit Campaign Report*** of September 7 is in this packet, including campaign add-ons approved by the Executive Committee. Requested action: Receive report, discuss and provide direction.
7. **Report to the board of Executive Committee actions:**
 - (August) Received presentation on City of Eureka tourism improvements
 - (August) Granted \$10,000 to Eureka Chapter of the American Rhododendron Society, national conference.
 - (August) Approved 2016-2017 annual budget*
 - (September) Granted \$65,000 to Humboldt Steelhead Days, January-March 2017.
 - (October) Received presentation from Timber Heritage Association
 - (October) Granted \$2,478.60 to Humboldt/Del Norte Film Commission for reprint of “Map of the Movies”
8. **Financial Statement*.** Receive report on HLA September 2016 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve September reports.
9. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
10. **Public Comment.** Members of the public may address the board on topics not included in the agenda
11. **Adjourn at 2:00 pm**