

Humboldt Lodging Alliance

Meeting of the Executive Committee Minutes

WEDNESDAY MAY 5, 2021 10AM

ZOOM Meeting

Present: Chris, Mike, John, Nil, Marc, Gary, Shailesh, Jeff, Lowell, Chuck

- I. CALL TO ORDER Chris calls to order at 10:07AM.
- II. AGENDA APPROVAL: Chris suggests that discussion item “Board Decision on Executive Committee Spending” be removed from the agenda and set to discuss at a later meeting date. Chuck suggests that “LAT 40 Collective Marketing Contract” be moved from an action item to a discussion item. The agenda for May 5, 2021 is reviewed, modified and approved with a unanimous vote. (Jeff/Nil)
- III. ACTION ITEMS
 - A. **April Meeting Minutes.** The minutes from April 7, 2021 are reviewed and approved with a unanimous vote. (Marc/Jeff)
 - B. **Financials.** Chris notes that the Executive Committee should have received a drafted letter to be sent to Humboldt County. Chuck will edit the letter and resend the final version to the Executive Committee. The financials from April 2021 are reviewed and approved with a unanimous vote. (Lowell/Gary)
 - C. **Film Commission Funding Request.** The committee reviews the Film Commission’s funding request for \$60,000. John moves to approve funding for \$60,000 and Mike seconds the motion. The motion does not pass with 1 in favor and 8 opposed. Jeff moves to approve funding for \$40,000 and Marc seconds the motion. The motion passes with a unanimous vote.
- IV. DISCUSSION ITEMS
 - A. **Richard Stenger Presentation.** Richard Stenger gives a media placement presentation and proposal for HLA. Chris suggests adding Richard’s proposal to an action item for the next Executive Committee meeting.
 - B. **Marketing Update.** Chuck presents Standing Tall campaign analytics provided by Misfit.
 - C. **LAT 40 Collective Marketing Contract.** The group proposes that a subcommittee of Jeff, Chris and Chuck work with LAT 40 Collective to adjust the contract.
 - D. **Redwood Sky Walk Update.** Gary discusses the Redwood Sky Walk’s opening dates. Chuck to send invitation reminders to HLA members closer to the opening date.

V. DIRECTOR REPORTS. No director reports.

VI. PUBLIC COMMENT PERIOD. No public comment.

ADJOURNMENT 11:56PM