

HLA Meeting Minute Notes November 4, 2020

Location: Zoom

Date: November 4, 2020

Time: 10:00AM

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

- I. CALL TO ORDER
- II. ACTION/DISCUSSION ITEMS
 - 1) *October Meeting Minutes* examined and approved by *Chris/Marc*.
 - a. Suggestion to add tour of Redwood Skywalk to October meeting minutes.
 - 2) *November Meeting Agenda* approved by *Chris/Lowell*.
 - 3) Financials:
 - a. Financials reflect the transfer of unrestricted funds.
 - b. Chuck confirms that the TBid comparisons were included in the financials per Gary's request.
 - i. It's noted that TBids don't include summer season's numbers, which will show if the county has recovered.
 - c. Motion to accept the financials (*Marc/Lowell*). Motion approved.
 - 4) Standing Tall Updates:
 - a. 15 and 30 second Ferndale videos are presented.
 - i. Suggestion to include longer shots of Ferndale's Victorian buildings.
 - b. Chuck confirms that "Natural Social Distancing" videos will be ready by the following Executive Committee meeting.
 - 5) Marketing Initiatives:
 - a. Website
 - i. Chuck proposes rebuilding/updating the HLA website with a modern format geared toward spontaneous visitors, with emphasis on the inclusion of events and things that are happening *now* across the region. Suggestion made to create a more mobile-friendly site.
 - ii. Questions are raised surrounding logistics - how can HLA reconstruct a website? Will the Bureau be involved?
 - iii. Suggestions of condensing information presented on the HLA website with quarterly current events.
 - iv. Logistics discussed - additional tabs versus homepage feature.

- v. Inclusion of Humboldt educational adventures and discussion of organizations/counties who are marketing “educational” campaigns.
- vi. Discussion of “paid searches” and future investments for the website.
- b. Motion to give Chuck the authority to further research HLA website updates (*Chris/Mike*). Motion approved.

6) Committee Reports:

- a. Update on HLA/Bureau Alliance
 - i. Discussion of paid ads and possible MOU to Bureau.
 - ii. Confirmation for HLA to move forward with Bureau as partners and figure out each entity’s focus and role.
- b. Update on Bylaws committee
 - i. Confirmation that committee met with CIVITAS on November 3, 2020 and went through the updated bylaws line by line.
 - ii. CIVITAS will put together a draft of all amendments and send out in early November.

7) Skywalk Update:

- a. Soft-opening will be held in early December 2020. No marketing will be promoted per the Health Department’s request.
- b. Grand-opening is expected in March 2021.

8) Director Reports:

9) Public Comment Period

Meeting adjourned