

# **Humboldt Lodging Alliance**

**Regular/hybrid meeting of the HLA Executive Committee Wednesday, August 23, 1:00 pm.  
Attend in person at 612 G St. Ste. 101, Eureka or join on Zoom**

## **Agenda**

### **Join Zoom Meeting**

**<https://us02web.zoom.us/j/81091195562?pwd=cnZUOGFRZE9QWm5aNkJOcU1hWVNSQT09>**

**Meeting ID: 810 9119 5562**

**Passcode: 757665**

### **Humboldt Lodging Alliance Executive Committee directors**

#### **Directors attending in person:**

**Chris Ambrosini** (Best Western Plus Humboldt Bay Inn, Eureka),  
**Lowell Daniels** (Victorian Inn & Redwood Suites, Ferndale),  
**Shailesh Patel** (Hampton Inn & Suites, Arcata),  
**Nil Patel** (Holiday Inn Express & Suites, Eureka),  
**Gary Stone** (Best Western Plus Humboldt Bay Inn, Eureka),

#### **Directors attending via zoom from these locations:**

**Mike Caldwell**, Inn of the Lost Coast 205 Wave Drive, Shelter Cove, CA, 95589

**John Porter**, Benbow Historic Inn - 445 Lake Benbow Drive Garberville, CA 95542

**Donna Hufford**- Roosevelt Base Camp 121130 US-101, Orick, CA 95555

Members of the public may speak on any item appearing on the agenda, as the item comes up for consideration by the executive committee. In addition, for items not on the agenda, a public comment period is provided for in this agenda. All speakers will be allotted 3 minutes to speak unless the Chairperson allots additional time. Speakers are invited to state and spell their names but are not required to.

**Public Comments submitted via email:** To submit public comments to the Board please email [Chuckleishmanhla@gmail.com](mailto:Chuckleishmanhla@gmail.com), provide your name and the agenda item on which you wish to comment. All public comment submitted after the agenda has been published will be included with the record for that meeting after the fact.

**Public Comments submitted via Zoom:**

YOU WILL BE MUTED UNTIL YOU ARE CALLED UPON TO SPEAK.

Any written materials related to an item on this agenda submitted to the executive committee less than 2 hours prior to the meeting, and that are public records subject to disclosure, are available for public inspection at 612 G St. suite 101 Eureka California, during normal business hours.

The meeting room at 612 G ST suite 101, Eureka, California is wheelchair accessible. If you need special assistance to participate in the meeting, please contact Chuck Leishman at (707) 845-9933 or email [chuckleishmanhla@gmail.com](mailto:chuckleishmanhla@gmail.com). Requests for modifications or accommodations must be made at least two full business days before the start of the meeting.

HLA Executive Committee meetings will be conducted in an orderly, efficient manner, without willful disruption by any person(s) in attendance. The Board has the right to request that any person immediately stop the following conduct: 1) Willfully disrupting a meeting, 2) interrupting a person who is addressing the Board, or 3) preventing the Board from attending to the purpose of the meeting.

*The agenda for this meeting is posted on [humboldtlodging.com](http://humboldtlodging.com). Documents related to action items on this agenda are attached and available in the order in which they will be presented on the agenda.*

- I. **Welcome and Introductions.**
- I. **Roll Call, to determine a quorum. Confirmation of members attending meeting remotely.**
- II. **Approval/ modification of minutes from the July 12, 2023 meeting.**
- III. **Approval/modification of the agenda for the August 23, 2023 meeting**
- IV. **Approval of financials through July, 2023.**
- V. **Action items**
  - a) Presentation of the HLA refreshed Visithumboldt.com website by the HLA Website committee. Recommended action: Discuss and vote to approve/disapprove replacing the current site with the new refreshed site

## **VI. Discussion Items**

- a) Cannifest report.. Chuck will provide update on the progress of Cannifest.
- b) Chuck will discuss the new new bank account set up by Redwood Capital Bank now collecting 4.25% interest on deposits.
- c) Matt from Misfits will provide an overview of the HLA media and marketing campaign

**VII. Director Reports.** HLA directors can weigh in on developments of activities in HLA regions.

**VIII. Public Comment:** Public may comment on non-agenda items with a time limit of 3 minutes.

**IX. Adjournment**

# **Humboldt Lodging Alliance**

**Regular/hybrid meeting of the HLA Executive Committee Wednesday, July 12, 2023, 1:00 pm. Attend in person at 612 G St. Ste. 101, Eureka or join on Zoom**

## **Minutes**

### **Humboldt Lodging Alliance Executive Committee members**

#### **Directors attending in person:**

**Chris Ambrosini** (Best Western Plus Humboldt Bay Inn, Eureka),  
**Lowell Daniels** (Victorian Inn & Redwood Suites, Ferndale),

#### **Directors attending via zoom from these locations:**

**Mike Caldwell**, Inn of the Lost Coast 205 Wave Drive, Shelter Cove, CA, 95589

**Donna Hufford**- Roosevelt Base Camp 121130 US-101, Orick, CA 95555

Nil Patel- Holiday Inn Express- 815 W. Wabash, Eureka ca 95501.

Gary Stone- Best Western Plus Humboldt Bay Inn, 232 W. 5<sup>th</sup> St. Eureka, 95501.

**Meeting called to order at 1:07pm**

#### **I. Approval/modification of minutes from the March 8, 2023 meeting.**

Lowell Daniels mentioned that in the minutes of the March 8, 2003 EA meeting, he was mentioned as initiating a motion to approve the minutes and seconding the motion as well. The second actually came from Donna Hufford. Donna made a motion to approve the minutes with corrections, and Mike Caldwell seconded. Motion unanimously approved in a roll call vote.

#### **II. Approval/modification of the agenda for the July 12, 2023 meeting.** Lowell Daniels made a motion to approve with a second from Donna Hufford. Motion unanimously approved with a roll call vote

#### **III. Approval of financials through June 2023.**

Chuck reported that all funds through the first quarter 2023 have been received.

Motion to approve, Lowell Daniels with a second from Mike. Unanimous approval.

#### **IV. Action items**

A Presentation for 2023 funding of \$60,000 for the Humboldt Del Norte Film Commission by Commissioner Cassandra Hesseltine was given. A motion was made by Mike Caldwell to grant funding with a second from Lowell Daniels. Motion approved for \$60,000 in funding unanimously approved through a roll call vote.

#### **V. Discussion Items**

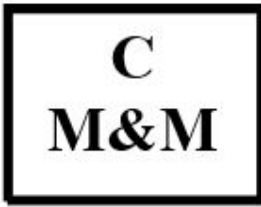
- a) Chuck provided a report on finding the best interest rate available for HLA bank account. The committee comprised of Chris Ambrosinii, Pritesh Patel, and Chuck Leishman researched available programs and chose Redwood Capital Bank at 4.25 % in an interest bearing account.
- b) Cannifest report. Chuck provided update on the progress of Cannifest and shared the efforts by Cannifest to market the first year event. Chuck said that they have done a great job of utilizing funds provided by HLA and the event is getting well publicized especially to a Cannabis audience. HLA will kick in with a \$25,000 investment in digital, and video ads. Several HLA properties have signed on to participate in room packages.

#### **VI. Director Reports.** No director reports

**VII. Public Comment:** Diana Rios mentioned that Avelo airlines has resumed service to Las Vegas and is looking to market that route. She asked if HLA consider using some of the existing HLA marketing funds to help promote the Las Vegas flight.

#### **VIII. Adjournment**

Meeting adjourned at 2:13 pm.



**Cunningham,  
Malone & Morton**  
*The Tax Professionals*

\*Michael P. Cunningham, EA  
Keith N. Crossley, CPA  
Maria Castillo, EA  
Tirzah Walsh, Treasurer  
John P. Morton, Emeritus  
Ronald E. Malone, Emeritus

\*California Licensed Professional Fiduciary &  
Member of the Bar of the U.S. Tax Court

**710 E Street, Suite 100, Eureka, CA 95501**  
Telephone (707) 441-1111 – Fax (707) 444-0210  
cmmtax@cmmtax.com  
www.cmmtax.com

PO Box 4911  
Eureka, CA 95502

I have compiled the accompanying Modified Cash Basis financials statements of Humboldt Lodging Alliance, Inc. (the "Alliance") as of July 31, 2023.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for designing, implementing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

The Alliance's financial statements do not disclose the Statement of Cash Flows.

I am not independent with respect to the Alliance.

Very truly yours,

CUNNINGHAM, MALONE & MORTON

Tirzah R. Walsh, PR & Bookkeeping Mgr

**Compliance with the Gramm-Leach-Bliley Act of 1999**

In order to meet the requirements of the Gramm-Leach-Bliley Act of 1999, it is the policy of Cunningham, Malone & Morton to handle the information you provide us with the utmost confidentiality and care. We do not disclose any nonpublic personal information about our customers or former customers to anyone, except as permitted by law. We restrict access to nonpublic personal information about you to members of our firm who need to know this information in order to complete the work you have hired our firm to do. We maintain physical, electronic, and procedural safeguards that comply with federal regulations to guard your nonpublic personal information.

**Humboldt Lodging Alliance, Inc.**  
**BALANCE SHEETS - MODIFIED CASH BASIS**

	<b>Assets</b>	
	<b>July 31, 2023</b>	<b>July 31, 2022</b>
<b>CURRENT ASSETS</b>		
<b>Cash or Cash Equivalents</b>		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 1,902,373.01	\$ 1,571,520.78
1020 - Cash-Redwood Capital Bank Savings (12738)	<u>2,301,142.86</u>	<u>2,292,577.86</u>
<b>Total Cash or Cash Equivalents</b>	<u><b>4,203,515.87</b></u>	<u><b>3,864,098.64</b></u>
<b>Property and Equipment</b>		
<b>Total Current Assets</b>	<u>4,203,515.87</u>	<u>3,864,098.64</u>
<b>OTHER ASSETS</b>		
1900 - Start-Up/Organizational Costs	32,837.01	32,837.01
1905 - Less: Accumulated Amortization	<u>(24,080.00)</u>	<u>(21,891.00)</u>
<b>Total Other Assets</b>	<u>8,757.01</u>	<u>10,946.01</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 4,212,272.88</u></u>	<u><u>\$ 3,875,044.65</u></u>

This Statement Prepared Without Audit By:  
Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

**Humboldt Lodging Alliance, Inc.**  
**BALANCE SHEETS - MODIFIED CASH BASIS**

**Liabilities and Fund Balances**

July 31, 2023

July 31, 2022

**FUND BALANCES**

**Restricted Fund Balances:**

3012 - Marketing Programs (30%)	410,187.94	889,779.04
3013 - Administrative Fees Funds (10%)	543,679.04	407,954.59
3020 - Arcata Community Fund	945,688.96	779,987.07
3030 - Eureka Community Fund	1,097,564.16	804,672.53
3040 - Ferndale Community Fund	43,997.60	38,127.20
3050 - Fortuna Community Fund	228,556.93	200,151.82
3060 - Trinidad Community Fund	31,247.00	31,247.00
3065 - Rio Dell Community Fund	7,791.80	6,994.33
3070 - County Community Fund - North	429,079.58	340,024.66
3071 - County Community Fund - East	59,346.25	42,570.09
3072 - County Community Fund - South	415,133.62	333,536.32

<b>Total Fund Balances</b>	4,212,272.88	3,875,044.65
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<b>TOTAL LIABILITIES AND FUND BALANCES</b>	\$ 4,212,272.88	\$ 3,875,044.65
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**FUND BALANCE NOTES:**

Eff. 09/30/20 Airbnb remaining fund balance of \$81,194.55 was re-assigned to Op. Mktg - Zoo Fund.

Eff. 10/31/20 Unrestricted was re-assigned to HLA Zoo Fund (\$168,805.45) with the remainder re-assigned to HLA Marketing (\$42,194.55)

Zoo / Skywalk Funds were paid out - in full - May 2021.

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**Humboldt Lodging Alliance, Inc.**  
**STATEMENT OF REVENUES AND EXPENSES -- MODIFIED CASH BASIS**  
**For the 1 Month Ended July 31, 2023 and 2022**

	July 31, 2023	July 31, 2022
<b>Revenues</b>		
Assessments	\$ 0.00	\$ 58,415.73
Interest	<u>1,465.31</u>	<u>19.47</u>
<b>Total Revenues</b>	<u><b>1,465.31</b></u>	<u><b>58,435.20</b></u>
<b>Expenses</b>		
Administrative	1,175.00	0.00
Marketing	68,320.00	7,250.00
Community Projects	<u>3,450.00</u>	<u>24,500.00</u>
<b>Total Expenses</b>	<u><b>72,945.00</b></u>	<u><b>31,750.00</b></u>
<b>Revenues Over (Under) Expenses</b>	<u><b>\$ (71,479.69)</b></u>	<u><b>\$ 26,685.20</b></u>

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**Humboldt Lodging Alliance, Inc.**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF REVENUES -- MODIFIED CASH BASIS**

	Current Year's  Budget  FYE 06/30/24	Prior Year's  Actual  FYE 06/30/23	Variance  <i>Cur Yr Bdgt - Pr Yr Actual</i>	1 Month Ended 07/31/23  Actual  FYE 06/30/24	Remaining Budget Amt  <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget  <i>Target 8.33%</i>
<b>ASSESSMENTS</b>						
4010 - City of Arcata	\$ 250,013.78	\$ 312,517.23	\$ (62,503.45)	\$ 0.00	\$ 250,013.78	0.00
4020 - City of Eureka	629,819.39	629,819.39	0.00	0.00	629,819.39	0.00
4030 - City of Ferndale	26,284.02	26,284.02	0.00	0.00	26,284.02	0.00
4040 - City of Fortuna	151,300.17	151,300.17	0.00	0.00	151,300.17	0.00
4050 - City of Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
4055 - City of Rio Dell	1,329.12	1,329.12	0.00	0.00	1,329.12	0.00
4060 - Co of Humb-North	158,739.91	198,424.89	(39,684.98)	0.00	158,739.91	0.00
4061 - Co of Humb-East	22,368.21	27,960.26	(5,592.05)	0.00	22,368.21	0.00
4062 - Co of Humb-South	189,154.03	236,442.54	(47,288.51)	0.00	189,154.03	0.00
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Assessments</b>	<u>1,429,008.63</u>	<u>1,584,077.62</u>	<u>(155,068.99)</u>	<u>0.00</u>	<u>1,429,008.63</u>	<u>0.00</u>
<b>INTEREST</b>						
4070 - Interest Income	<u>7,119.16</u>	<u>7,119.16</u>	<u>0.00</u>	<u>1,465.31</u>	<u>5,653.85</u>	<u>20.58</u>
<b>Total Interest</b>	<u>7,119.16</u>	<u>7,119.16</u>	<u>0.00</u>	<u>1,465.31</u>	<u>5,653.85</u>	<u>20.58</u>
<b>OTHER INCOME</b>						
4080 - Other Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Other Income</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Revenues</b>	<u>\$ 1,436,127.79</u>	<u>\$ 1,591,196.78</u>	<u>\$ (155,068.99)</u>	<u>\$ 1,465.31</u>	<u>\$ 1,434,662.48</u>	<u>0.10</u>

**REVENUE RECEIPT NOTES -- LAST PAYMENT RECEIVED:**

COMMUNITY	DEPOSIT DATE	DEPOSIT AMOUNT	REC'D FOR FISCAL PERIOD	REC'D FOR CALENDAR PERIOD
CITY OF ARCATA	06/27/23	41,298.35	Q3 FYE 06/30/23	Jan - Mar 2023
CITY OF EUREKA	05/17/23	100,912.69	Q3 FYE 06/30/23	Jan - Mar 2023
CITY OF FERNDALE	05/17/23	2,164.19	Q3 FYE 06/30/23	Jan - Mar 2023
CITY OF FORTUNA	05/31/23	33,355.39	Q3 FYE 06/30/23	Jan - Mar 2023
CITY OF RIO DELL	05/17/23	109.33	Q3 FYE 06/30/23	Jan - Mar 2023
CO OF HUMB-NORTH	06/27/23	31,761.04	Q3 FYE 06/30/23	Jan - Mar 2023
CO OF HUMB-EAST	06/27/23	4,417.20	Q3 FYE 06/30/23	Jan - Mar 2023
CO OF HUMB-SOUTH	06/27/23	19,230.05	Q3 FYE 06/30/23	Jan - Mar 2023

**BUDGET NOTES:**

Current year's budget is based on prior year's actual revenue (adjusted to show 4 quarters rec'd for each region).

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**Humboldt Lodging Alliance, Inc.**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF EXPENSES -- MODIFIED CASH BASIS**

	Current Year's Budget FYE 06/30/24	Prior Year's Actual FYE 06/30/23	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	1 Month Ended 07/31/23 Actual FYE 06/30/24	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 8.33%</i>
<b>Expenses</b>						
<b>ADMINISTRATIVE</b>						
5010 - Administration Fees	\$ 123,881.47	\$ 0.00	\$ 123,881.47	\$ 0.00	\$ 123,881.47	0.00
5010.01 - Acctg - HCCVB	0.00	0.00	0.00	0.00	0.00	0.00
5010.02 - Bank Charges	0.00	0.00	0.00	0.00	0.00	0.00
5010.13 - Insurance	3,182.00	3,182.00	0.00	0.00	3,182.00	0.00
5010.20 - Member Events	0.00	0.00	0.00	0.00	0.00	0.00
5010.25 - Legal Expenses	5,845.00	5,845.00	0.00	0.00	5,845.00	0.00
5010.31 - Printing	22.86	22.86	0.00	0.00	22.86	0.00
5010.32 - Postage	359.04	359.04	0.00	0.00	359.04	0.00
5010.33 - Prof Fees/Acctg (CMM)	13,594.65	13,594.65	0.00	1,175.00	12,419.65	8.64
5010.44 - Rent Expense	946.00	946.00	0.00	0.00	946.00	0.00
5010.51 - Website Access & Hosting	0.00	0.00	0.00	0.00	0.00	0.00
5010.52 - Website Maintenance	0.00	0.00	0.00	0.00	0.00	0.00
5020 - Other	0.00	0.00	0.00	0.00	0.00	0.00
5160 - Amortization Expense	2,189.00	2,189.00	0.00	0.00	2,189.00	0.00
<b>Total Administrative</b>	<u>150,020.02</u>	<u>26,138.55</u>	<u>123,881.47</u>	<u>1,175.00</u>	<u>148,845.02</u>	<u>0.78</u>
<b>MARKETING</b>						
5030 - Marketing Expenses	428,702.59	883,140.20	(454,437.61)	68,320.00	360,382.59	15.94
5035 - Opportunity Marketing Funds	0.00	0.00	0.00	0.00	0.00	0.00
5035.01 - Opp. Mktg Funds- Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Marketing</b>	<u>428,702.59</u>	<u>883,140.20</u>	<u>(454,437.61)</u>	<u>68,320.00</u>	<u>360,382.59</u>	<u>15.94</u>
<b>COMMUNITY PROJECTS</b>						
5040 - Arcata	150,008.27	0.00	150,008.27	0.00	150,008.27	0.00
5050 - Eureka	377,891.63	85,000.00	292,891.63	0.00	377,891.63	0.00
5050.01 - Eureka - Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
5060 - Ferndale	15,770.41	21,400.00	(5,629.59)	0.00	15,770.41	0.00
5063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
5070 - Fortuna	90,780.10	75,375.00	15,405.10	0.00	90,780.10	0.00
5080 - Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
5085 - Rio Dell	797.47	0.00	797.47	0.00	797.47	0.00

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**Humboldt Lodging Alliance, Inc.**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF EXPENSES -- MODIFIED CASH BASIS**

	Current Year's Budget	Prior Year's Actual	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	1 Month Ended 07/31/23 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 8.33%</i>
	FYE 06/30/24	FYE 06/30/23		FYE 06/30/24		
5090 - Co of Humb-North	95,243.95	30,000.00	65,243.95	0.00	95,243.95	0.00
5091 - Co of Humb-East	13,420.92	0.00	13,420.92	0.00	13,420.92	0.00
5092 - Co of Humb-South	113,492.42	56,818.22	56,674.20	3,450.00	110,042.42	3.04
5099 - 2% Reserves	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Community Projects</b>	<u>857,405.17</u>	<u>268,593.22</u>	<u>588,811.95</u>	<u>3,450.00</u>	<u>853,955.17</u>	<u>0.40</u>
<b>Total Expenses</b>	<u>\$ 1,436,127.78</u>	<u>\$ 1,177,871.97</u>	<u>\$ 258,255.81</u>	<u>\$ 72,945.00</u>	<u>\$ 1,363,182.78</u>	<u>5.08</u>

**BUDGET NOTES:**

Current year's budget is based on prior year's actual revenue (adjusted to show 4 quarters rec'd for each region). 60% of revenue budgeted to the Community, 30% to Marketing and 10% to Admin. (Admin sub accounts are actual with difference budgeted to "Admin" general account.)

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

July 1, 2023 - July 31, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
<b>1010 Cash-Redwood Capital Bank Checking (28165)</b>				2,190,136.68		
07/20/23	1691	Chuck Leishman	Chuck Leishman		(520.00)	
07/20/23	1692	Humboldt - Del Norte Film Commission	Humboldt - Del Norte Film Commission		(60,000.00)	
07/24/23	1693	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(1,937.50)	
07/24/23	1694	Jenny Early	Jenny Early		(1,500.00)	
07/24/23	1695	Nye-Zik Creative	Nye-Zik Creative		(300.00)	
07/24/23	1696	Nye-Zik Creative	Nye-Zik Creative		(2,100.00)	
07/24/23	1697	Push Marketing Inc	Push Marketing Inc		(43,718.22)	
07/24/23	1698	Push Marketing Inc	Push Marketing Inc		(158,237.95)	
07/26/23	1700	OptiRev LLC	OptiRev LLC		(1,950.00)	
07/26/23	1701	Lat 40 Collective	Lat 40 Collective		(10,000.00)	
07/26/23	1702	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
07/26/23	1703	Lat 40 Collective	Lat 40 Collective		(150.00)	
07/26/23	1704	Lat 40 Collective	Lat 40 Collective		(100.00)	
07/26/23	1705	Lat 40 Collective	Lat 40 Collective		(1,000.00)	
<b>Totals for 1010</b>					<u>(287,763.67)</u>	<u>1,902,373.01</u>
<b>1020 Cash-Redwood Capital Bank Savings (12738)</b>				2,299,677.55		
07/31/23	INT		Record Interest - RedCap Svgs		1,465.31	
<b>Totals for 1020</b>					<u>1,465.31</u>	<u>2,301,142.86</u>
<b>1900 Start-Up/Organizational Costs</b>				32,837.01		
<b>Totals for 1900</b>					<u>0.00</u>	<u>32,837.01</u>
<b>1905 Less: Accumulated Amortization</b>				(24,080.00)		
<b>Totals for 1905</b>					<u>0.00</u>	<u>(24,080.00)</u>
<b>2015 Accounts Payable</b>				(214,818.67)		
07/24/23	1693	Cunningham, Malone & Morton	CM&M		762.50	
07/24/23	1696	Nye-Zik Creative	Nye-Zik Creative		2,100.00	
07/24/23	1697	Push Marketing Inc	Misfit		43,718.22	
07/24/23	1698	Push Marketing Inc	Misfit		158,237.95	
07/26/23	1701	Lat 40 Collective	Lat 40 Collective		10,000.00	
<b>Totals for 2015</b>					<u>214,818.67</u>	<u>0.00</u>
<b>3010 Unrestricted Fund Balance</b>				0.00		
07/20/23	1691	Chuck Leishman	Exp Reimb: June Board Mtg Con + 7/12 Eka Chamber Room Rental		(520.00)	
07/20/23	1692	Humboldt - Del Norte Film Commission	Funding for 23/24		(60,000.00)	
07/24/23	1693	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(1,175.00)	
07/24/23	1694	Jenny Early	July - Sept Social Media Mgmt		(1,500.00)	
07/24/23	1695	Nye-Zik Creative	Extended Monthly Website Maint - July		(300.00)	
07/26/23	1700	OptiRev LLC	3rd Quarter 2023 Website Maint & SEO		(1,950.00)	
07/26/23	1702	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
07/26/23	1703	Lat 40 Collective	Lat 40 Collective		(150.00)	
07/26/23	1704	Lat 40 Collective	Lat 40 Collective		(100.00)	
07/26/23	1705	Lat 40 Collective	Lat 40 Collective		(1,000.00)	
07/31/23	INT		Record Interest - RedCap Svgs		1,465.31	
<b>Totals for 3010</b>					<u>(71,479.69)</u>	<u>(71,479.69)</u>

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

July 1, 2023 - July 31, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
<b>3012 Marketing Programs (30%)</b>				(478,207.94)		
07/20/23	1691	Chuck Leishman	Exp Reimb: June Board Mtg Con + 7/12 Eka Chamber Room Rental		520.00	
07/20/23	1692	Humboldt - Del Norte Film Commission	Funding for 23/24		60,000.00	
07/26/23	1702	Lat 40 Collective	Lat 40 Collective		6,250.00	
07/26/23	1703	Lat 40 Collective	Lat 40 Collective		150.00	
07/26/23	1704	Lat 40 Collective	Lat 40 Collective		100.00	
07/26/23	1705	Lat 40 Collective	Lat 40 Collective		1,000.00	
<b>Totals for 3012</b>					<u>68,020.00</u>	<u>(410,187.94)</u>
<b>3013 Administrative Fees Funds (10%)</b>				(543,688.73)		
07/24/23	1693	Cunningham, Malone & Morton	Cunningham, Malone & Morton		1,175.00	
07/24/23	1695	Nye-Zik Creative	Extended Monthly Website Maint - July		300.00	
07/31/23	INT		Record Interest - RedCap Svgs		(1,465.31)	
<b>Totals for 3013</b>					<u>9.69</u>	<u>(543,679.04)</u>
<b>3020 Arcata Community Fund</b>				(945,688.96)		
<b>Totals for 3020</b>					<u>0.00</u>	<u>(945,688.96)</u>
<b>3030 Eureka Community Fund</b>				(1,097,564.16)		
<b>Totals for 3030</b>					<u>0.00</u>	<u>(1,097,564.16)</u>
<b>3040 Ferndale Community Fund</b>				(43,997.60)		
<b>Totals for 3040</b>					<u>0.00</u>	<u>(43,997.60)</u>
<b>3050 Fortuna Community Fund</b>				(228,556.93)		
<b>Totals for 3050</b>					<u>0.00</u>	<u>(228,556.93)</u>
<b>3060 Trinidad Community Fund</b>				(31,247.00)		
<b>Totals for 3060</b>					<u>0.00</u>	<u>(31,247.00)</u>
<b>3065 Rio Dell Community Fund</b>				(7,791.80)		
<b>Totals for 3065</b>					<u>0.00</u>	<u>(7,791.80)</u>
<b>3070 County Community Fund - North</b>				(429,079.58)		
<b>Totals for 3070</b>					<u>0.00</u>	<u>(429,079.58)</u>
<b>3071 County Community Fund - East</b>				(59,346.25)		
<b>Totals for 3071</b>					<u>0.00</u>	<u>(59,346.25)</u>
<b>3072 County Community Fund - South</b>				(418,583.62)		
07/24/23	1694	Jenny Early	July - Sept Social Media Mgmt		1,500.00	
07/26/23	1700	OptiRev LLC	3rd Quarter 2023 Website Maint & SEO		1,950.00	
<b>Totals for 3072</b>					<u>3,450.00</u>	<u>(415,133.62)</u>
<b>4070 Interest Income</b>				0.00		
07/31/23	INT		Record Interest - RedCap Svgs		(1,465.31)	
<b>Totals for 4070</b>					<u>(1,465.31)</u>	<u>(1,465.31)</u>

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

July 1, 2023 - July 31, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
<b>5010.33 Prof Fees/Acctg (CMM)</b>				0.00		
07/24/23	1693	Cunningham, Malone & Morton	Cunningham, Malone & Morton		1,175.00	
<b>Totals for 5010.33</b>					<u>1,175.00</u>	<u>1,175.00</u>
<b>5030 Marketing Expenses</b>				0.00		
07/20/23	1691	Chuck Leishman	Exp Reimb: June Board Mtg Con + 7/12 Eka Chamber Room Rental		520.00	
07/20/23	1692	Humboldt - Del Norte Film Commission	Funding for 23/24		60,000.00	
07/24/23	1695	Nye-Zik Creative	Extended Monthly Website Maint - July		300.00	
07/26/23	1702	Lat 40 Collective	Lat 40 Collective		6,250.00	
07/26/23	1703	Lat 40 Collective	Lat 40 Collective		150.00	
07/26/23	1704	Lat 40 Collective	Lat 40 Collective		100.00	
07/26/23	1705	Lat 40 Collective	Lat 40 Collective		1,000.00	
<b>Totals for 5030</b>					<u>68,320.00</u>	<u>68,320.00</u>
<b>5092 Co of Humb-South</b>				0.00		
07/24/23	1694	Jenny Early	July - Sept Social Media Mgmt		1,500.00	
07/26/23	1700	OptiRev LLC	3rd Quarter 2023 Website Maint & SEO		1,950.00	
<b>Totals for 5092</b>					<u>3,450.00</u>	<u>3,450.00</u>
<b>Report Total</b>						<u>0.00</u>
<b>Net Profit/(Loss)</b>						
Current Period					<u>(71,479.69)</u>	
Year-to-Date					<u>(71,479.69)</u>	

Distribution count = 53

HLA COMMUNITY RECEIPT 2019							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2019	April - June 2019	July - Sept 2019	Oct- Dec 2019	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$52,708.11	\$81,206.36	\$100,316.21	\$42,192.09	19.06%	\$276,422.77
3030	Eureka (4020)	\$99,053.82	\$150,687.86	\$194,514.64	\$88,825.39	36.76%	\$533,081.71
3040	Ferndale (4030)	\$3,036.00	\$7,410.05	\$12,741.68	\$5,688.80	1.99%	\$28,876.53
3050	Fortuna (4040)	\$17,403.53	\$34,704.70	\$45,357.87	\$15,949.34	7.82%	\$113,415.44
3060	Trinidad (4050)	\$3,379.96	\$8,571.98	\$15,715.35	\$-	1.91%	\$27,667.29
3063	Airbnb (4063)	\$20,394.62	\$25,337.54	\$23,781.28	\$17,666.22	6.01%	\$87,179.66
3065	Rio Dell (4055)	\$473.03	\$313.26	\$653.27	\$1,276.51	0.19%	\$2,716.07
3070	County - North (4060)	\$27,063.99	\$40,266.99	\$56,373.87	\$39,964.03	11.29%	\$163,668.88
3071	County - East (4061)	\$3,093.96	\$4,296.07	\$6,212.80	\$3,624.19	1.19%	\$17,227.02
3072	County - South (4062)	\$29,084.73	\$60,823.16	\$78,424.97	\$31,489.82	13.78%	\$199,822.68
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$255,691.75</b>	<b>\$413,617.97</b>	<b>\$534,091.94</b>	<b>\$246,676.39</b>	<b>100.00%</b>	<b>\$1,450,078.05</b>

HLA COMMUNITY RECEIPT 2020							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2020	April - June 2020	July - Sept 2020	Oct- Dec 2020	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$26,084.66	\$52,775.29	\$85,436.56	\$53,173.58	19.66%	\$217,470.09
3030	Eureka (4020)	\$64,343.03	\$62,282.96	\$192,617.50	\$113,060.76	39.08%	\$432,304.25
3040	Ferndale (4030)	\$1,538.50	\$971.49	\$7,086.57	\$4,485.35	1.27%	\$14,081.91
3050	Fortuna (4040)	\$17,173.35	\$26,933.37	\$50,568.14	\$30,539.32	11.32%	\$125,214.18
3065	Rio Dell (4055)	\$783.38	\$248.91	\$196.80	\$437.51	0.15%	\$1,666.60
3070	County - North (4060)	\$17,082.66	\$14,838.92	\$45,391.26	\$57,597.44	12.20%	\$134,910.28
3071	County - East (4061)	\$2,226.28	\$3,756.25	\$7,525.04	\$4,061.56	1.59%	\$17,569.13
3072	County - South (4062)	\$26,244.94	\$31,824.93	\$77,684.93	\$27,266.20	14.74%	\$163,021.00
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$155,476.80</b>	<b>\$193,632.12</b>	<b>\$466,506.80</b>	<b>\$290,621.72</b>	<b>100.00%</b>	<b>\$1,106,237.44</b>

HLA COMMUNITY RECEIPT 2021							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2021	April - June 2021	July - Sept 2021	Oct- Dec 2021	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$50,236.95	\$94,159.57	\$134,997.92	\$71,038.71	20.65%	\$350,433.15
3030	Eureka (4020)	\$91,803.52	\$182,249.47	\$278,801.42	\$133,924.31	40.46%	\$686,778.72
3040	Ferndale (4030)	\$2,000.51	\$6,831.85	\$14,238.54	\$5,541.99	1.69%	\$28,612.89
3050	Fortuna (4040)	\$25,517.44	\$46,857.75	\$68,759.65	\$46,501.09	11.06%	\$187,635.93
3065	Rio Dell (4055)	\$299.56	\$522.90	\$896.54	\$383.35	0.12%	\$2,102.35
3070	County - North (4060)	\$30,148.44	\$45,567.63	\$63,970.67	\$37,412.02	10.43%	\$177,098.76
3071	County - East (4061)	\$6,161.38	\$5,705.15	\$7,391.37	\$4,913.77	1.42%	\$24,171.67
3072	County - South (4062)	\$38,650.74	\$63,140.97	\$93,761.78	\$44,878.45	14.17%	\$240,431.94
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$244,818.54</b>	<b>\$445,035.29</b>	<b>\$662,817.89</b>	<b>\$344,593.69</b>	<b>100.00%</b>	<b>\$1,697,265.41</b>

HLA COMMUNITY RECEIPT 2022							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2022	April - June 2022	July - Sept 2022	Oct- Dec 2022	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$58,415.73	\$85,580.25	\$104,004.65	\$45,286.56	18.79%	\$293,287.19
3030	Eureka (4020)	\$150,795.97	\$160,647.97	\$250,723.03	\$117,535.70	43.55%	\$679,702.67
3040	Ferndale (4030)	\$3,563.29	\$8,217.79	\$9,428.74	\$6,473.30	1.77%	\$27,683.12
3050	Fortuna (4040)	\$33,390.62	\$38,156.91	\$54,768.16	\$25,019.71	9.70%	\$151,335.40
3065	Rio Dell (4055)	\$201.00	\$431.94	\$620.43	\$167.42	0.09%	\$1,420.79
3070	County - North (4060)	\$30,632.09	\$44,279.10	\$51,296.84	\$40,455.82	10.68%	\$166,663.85
3071	County - East (4061)	\$4,102.72	\$4,852.33	\$8,325.61	\$6,262.40	1.51%	\$23,543.06
3072	County - South (4062)	\$36,922.79	\$74,367.72	\$71,920.95	\$34,001.03	13.92%	\$217,212.49
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$318,024.21</b>	<b>\$416,534.01</b>	<b>\$551,088.41</b>	<b>\$275,201.94</b>	<b>100.00%</b>	<b>\$1,560,848.57</b>



HLA COMMUNITY RECEIPT 2023							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2023	April - June 2023	July - Sept 2023	Oct- Dec 2023	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$41,298.35				17.71%	\$41,298.35
3030	Eureka (4020)	\$100,912.69				43.26%	\$100,912.69
3040	Ferndale (4030)	\$2,164.19				0.93%	\$2,164.19
3050	Fortuna (4040)	\$33,355.39				14.30%	\$33,355.39
3065	Rio Dell (4055)	\$109.33				0.05%	\$109.33
3070	County - North (4060)	\$31,761.04				13.62%	\$31,761.04
3071	County - East (4061)	\$4,417.20				1.89%	\$4,417.20
3072	County - South (4062)	\$19,230.05				8.24%	\$19,230.05
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$233,248.24</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>	<b>100.00%</b>	<b>\$233,248.24</b>

E49: Tirzah Walsh:  
ORIG AMT REC'D VIA EMAIL = 104,004.56

F49: Tirzah Walsh:  
2 deposits: wrong amt rec'd in March; corrected amt rec'd in April

F51: Tirzah Walsh:  
ORIG AMT REC'D VIA EMAIL = 7,473.30

### 3 Yr Comparison

ACCOUNT NUMBER	COMMUNITY	2020 Calendar Year		2021 Calendar Year		2022 Calendar Year		2023 Calendar Year	
		CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	19.66%	\$217,470.09	20.65%	\$350,433.15	18.79%	\$293,287.19	17.71%	\$41,298.35
3030	Eureka (4020)	39.08%	\$432,304.25	40.46%	\$686,778.72	43.55%	\$679,702.67	43.26%	\$100,912.69
3040	Ferndale (4030)	1.27%	\$14,081.91	1.69%	\$28,612.89	1.77%	\$27,683.12	0.93%	\$2,164.19
3050	Fortuna (4040)	11.32%	\$125,214.18	11.06%	\$187,635.93	9.70%	\$151,335.40	14.30%	\$33,355.39
3065	Rio Dell (4055)	0.15%	\$1,666.60	0.12%	\$2,102.35	0.09%	\$1,420.79	0.05%	\$109.33
3070	County - North (4060)	12.20%	\$134,910.28	10.43%	\$177,098.76	10.68%	\$166,663.85	13.62%	\$31,761.04
3071	County - East (4061)	1.59%	\$17,569.13	1.42%	\$24,171.67	1.51%	\$23,543.06	1.89%	\$4,417.20
3072	County - South (4062)	14.74%	\$163,021.00	14.17%	\$240,431.94	13.92%	\$217,212.49	8.24%	\$19,230.05
<b>HUMBOLDT COUNTY TOTALS</b>		<b>100.00%</b>	<b>\$1,106,237.44</b>	<b>100.00%</b>	<b>\$1,697,265.41</b>	<b>100.00%</b>	<b>\$1,560,848.57</b>	<b>100.00%</b>	<b>\$233,248.24</b>

**COMMUNITY RECEIPT 2022 vs 2023 Comparison**

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		Jan - March 2022	Jan - March 2023	Jan - March 2022 vs 2023	Jan - March 2022 vs 2023
3020	Arcata (4010)	\$58,415.73	\$41,298.35	\$(17,117.38)	-29.30%
3030	Eureka (4020)	\$150,795.97	\$100,912.69	\$(49,883.28)	-33.08%
3040	Ferndale (4030)	\$3,563.29	\$2,164.19	\$(1,399.10)	-39.26%
3050	Fortuna (4040)	\$33,390.62	\$33,355.39	\$(35.23)	-0.11%
3065	Rio Dell (4055)	\$201.00	\$109.33	\$(91.67)	-45.61%
3070	County - North (4060)	\$30,632.09	\$31,761.04	\$1,128.95	3.69%
3071	County - East (4061)	\$4,102.72	\$4,417.20	\$314.48	7.67%
3072	County - South (4062)	\$36,922.79	\$19,230.05	\$(17,692.74)	-47.92%
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$318,024.21</b>	<b>\$233,248.24</b>	<b>\$(84,775.97)</b>	<b>-26.66%</b>

**COMMUNITY RECEIPT 2022 vs 2023 Comparison**

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		April - June 2022	April - June 2023	April - June 2022 vs 2023	April - June 2022 vs 2023
3020	Arcata (4010)	\$85,580.25		\$(85,580.25)	-100.00%
3030	Eureka (4020)	\$160,647.97		\$(160,647.97)	-100.00%
3040	Ferndale (4030)	\$8,217.79		\$(8,217.79)	-100.00%
3050	Fortuna (4040)	\$38,156.91		\$(38,156.91)	-100.00%
3065	Rio Dell (4055)	\$431.94		\$(431.94)	-100.00%
3070	County - North (4060)	\$44,279.10		\$(44,279.10)	-100.00%
3071	County - East (4061)	\$4,852.33		\$(4,852.33)	-100.00%
3072	County - South (4062)	\$74,367.72		\$(74,367.72)	-100.00%
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$416,534.01</b>	<b>\$-</b>	<b>\$(416,534.01)</b>	<b>-100.00%</b>

**COMMUNITY RECEIPT 2022 vs 2023 Comparison**

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		July - Sept 2022	July - Sept 2023	July - Sept 2022 vs 2023	July - Sept 2022 vs 2023
3020	Arcata (4010)	\$104,004.65		\$(104,004.65)	-100.00%
3030	Eureka (4020)	\$250,723.03		\$(250,723.03)	-100.00%
3040	Ferndale (4030)	\$9,428.74		\$(9,428.74)	-100.00%
3050	Fortuna (4040)	\$54,768.16		\$(54,768.16)	-100.00%
3065	Rio Dell (4055)	\$620.43		\$(620.43)	-100.00%
3070	County - North (4060)	\$51,296.84		\$(51,296.84)	-100.00%
3071	County - East (4061)	\$8,325.61		\$(8,325.61)	-100.00%
3072	County - South (4062)	\$71,920.95		\$(71,920.95)	-100.00%
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$551,088.41</b>	<b>\$-</b>	<b>\$(551,088.41)</b>	<b>-100.00%</b>

### COMMUNITY RECEIPT 2022 vs 2023 Comparison

ACCOUNT NUMBER	COMMUNITY	CONTRIBUTION TOTAL		AMOUNT DIFFERENCE	% DIFFERENCE
		Oct - Dec 2022	Oct - Dec 2023	Oct - Dec 2022 vs 2023	Oct - Dec 2022 vs 2023
3020	Arcata (4010)	\$45,286.56		\$(45,286.56)	-100.00%
3030	Eureka (4020)	\$117,535.70		\$(117,535.70)	-100.00%
3040	Ferndale (4030)	\$6,473.30		\$(6,473.30)	-100.00%
3050	Fortuna (4040)	\$25,019.71		\$(25,019.71)	-100.00%
3065	Rio Dell (4055)	\$167.42		\$(167.42)	-100.00%
3070	County - North (4060)	\$40,455.82		\$(40,455.82)	-100.00%
3071	County - East (4061)	\$6,262.40		\$(6,262.40)	-100.00%
3072	County - South (4062)	\$34,001.03		\$(34,001.03)	-100.00%
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$275,201.94</b>	<b>\$-</b>	<b>\$(275,201.94)</b>	<b>-100.00%</b>