HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS
WEDNESDAY, JULY 29, 2015, 1-3 PM
RED LION HOTEL, 1929 FOURTH ST., 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. **Results of 2015 Board Election.** Induction of new board members and recognition of departing board members.

3. **2015 Board Officers.** Presentation of slate of board officers recommended by the Executive Committee. Requested action: approve or modify the recommended slate.

4. **Agenda Approval**. Approve/modify the following agenda for July 2015.

5. **April, 2015 Board Minutes*** Requested Action: Approve the April, 2015 Board Minutes.

6. **Financial Statement*.** Receive report on HLA June 30, 2015 financial statement and Community Funding/Opportunity Marketing Funds.   Requested action: Approve June report.

7. **California Welcome Center.** Representatives from the California Welcome Center in Arcata will present a request for funding to support Welcome Center operations. Requested action: discuss and decide.

8. **Agency Report and Workshop.** Staff from the Misfit Agency will provide an update on their Follow the Magic campaign including creative, reach and preliminary results. They will then report on project development including website, print and campaign collateral. Requested action: receive the agency report and provide feedback and guidance, including any decision points needed by the agency to move forward.

9. **Executive Committee Report**

    a. Destination Video Project Completion
    b. Destination Photography Project
    c. Creative Asset Use Policy*
    d. Opportunity Marketing Funds

10. **Director Reports**. All HLA directors are encouraged to report on relevant activities.

11. **Public Comment.**   Members of the public may address the board on topics not included in the agenda

12. **Adjourn at 3:00 pm**