

Humboldt Lodging Alliance
Meeting of the HLA Executive Committee
Wednesday, November 9, 2022
10AM
422 1st St. Eureka, Ca and on ZOOM

Minutes

Members attending via zoom from these locations:

Nil Patel, General Manager, Holiday Inn Express and Suites, 815 Wabash Ave. Eureka, CA. 95501
Shailesh Patel, Owner, Hampton Inn and Suites, 4750, Valley West Blvd., Arcata, CA. 95521
Jeff Durham, Owner, Redwood River Walk Hotel, P.O. Box 3449 | Yountville, CA 94599
Mike Caldwell, Owner, Inn of the Lost Coast, 205 Wave Drive, Shelter Cove Drive, CA. 95589
Donna Hufford, Financial, Manager, Owner, Roosevelt Base Camp. 121130US 101 Orick CA. 95555
Lowell Daniels, Owner, Victorian Inn & Redwood Suites, 400 Ocean Avenue, (PO Box 96) Ferndale, CA 95536

In person: Chris Ambrosini & Chuck Leishman

Meeting called to order at 10:08 am

I. Agenda. November 9, 2022

Lowell Daniels moved to approve agenda as written: Seconded by Nil Patel.
Unanimous roll call vote to approve.

II. Minutes. September 14, 2022

Nil Patel moved to approve minutes as written. Seconded by Lowell Daniels.
Unanimous roll call vote to approve.

III. Financials: Through September 2022

Chuck Leishman reported that all revenues through June of 2022 have been collected. Donna Hufford moved to have financials approved as written.
Seconded by Nil Patel. Unanimous roll call vote to approve

IV. Action items Marketing Committee update from Jeff Durham

- 1)** Request by Frank Whitlatch, Advancement Director from Cal Poly Humboldt, to use archival video footage for University recruitment advertising. Motion: Jeff moved to approve the usage of video footage to Cal Poly. Nil seconded. Lowell asked if anyone would be monitoring access to the archives. Jeff said that Chris and Chuck would monitor access to HLA assets. Chuck proposed that HLA Executive Committee

has to approve usage upon request. A Unanimous roll call vote approved the motion.

2) The Marketing Committee recommended a reorder of Humboldt Area Guides to last through the Winter months and into the Spring, and look to redesign the guides to match the current marketing and branding campaign. In addition, the committee asked for approval of a budget of \$9,000 for the next year of distribution. Donna made a motion to approve 120,000 reprinted brochures for \$7,516. and contract with distributor for \$9,000 to be distributed over the next year. Lowell seconded. Chris mentioned that we could possibly distribute larger amounts to certain locations and make less trips. Donna amended the motion to purchase 120,000 brochures and appropriate up to \$9,000 for distribution to be determined by the administration. Lowell seconded. Motion approved with a unanimous roll call vote.

V. Discussion Items Discussion of HLA annual report to the Humboldt County Board of Supervisors on October 25, 2020

Chris gave a review of the meeting and asked Diana Rios to clarify what the next steps from the Board of Supervisors would be. Diana explained that The goal was to hear from the various tourism groups in the county, review all the contracts and make sure that it is working in the best possible way. An ad hoc committee was formed with supervisors Michelle Bushnell, and Steve Madrone, and directors Cody Raddatz from aviation and Scott Adair of economic development to assess and come back to the board of supervisors with recommendations on how to move forward. The ad hoc committee has not met but will be meeting soon. Diana explained that ad hoc committee was formed without members of HLA or other community tourism organizations so that going forward their wouldn't be a conflict of interest on future agreements.

Lowell mentioned that in reality the ad hock committee might decide that HLA funding might go to another marketing plan even though HLA might have a contract with another firm. Diana said that it was a possibility in theory and that HLA might not want to commit to agreements past the current agreement with the county. Chris said HLA would wait and see what the ad hoc committee comes up with and mentioned that the management district plan and HLA Bylaws have some protections and stipulations on how money is spent and if HLA

needs legal representation, Civitas would be involved, and how the goal for all of us is have people to come to Humboldt County and spend the night. Diana agreed and said the intent was for HLA to present its annual report. It allows the committee to assess more closely without having 5 supervisors offering thoughts and opinions where things would never get done.

Lowell mentioned that HLA needs be quite aware as we go forward of what's coming down the road to consider options if other entities are coming in to get their slice of the pie and take away money HLA has worked so hard to create to promote Humboldt County for tourism.

Diana mentioned that all entities concerned are leaning toward tourism, heads in beds, community events, marketing and promotion and that no one is trying take that away.

VI. Director Reports

Chris mentioned the annual Truckers' Parade is coming in December.

Jeff mentioned that it is time to update the humboldtlodging.com business site.

Chuck said that he has concerns that the site could crash and is working on getting proposals for a new site.

VII. Public Comments

Diana thanked Chris for providing information on the number of hotel rooms. She said the information was timely and helpful in discussions with airlines at a recent convention in Las Vegas. The information was useful in her meetings

VIII. Adjournment

The meeting was adjourned at 11:16am