

**Minutes of the Board of Directors of the Humboldt Lodging Alliance, meeting Tuesday, April 24, 2018 at the Red Lion Hotel, Eureka, California.**

Present: Chris Ambrosini, John Porter, Marc Rowley, Lowell Daniels, Donna Hufford, Pritesh Patel, Gary Stone, Mike Reinman, Zach Winger, Tony Smithers

Guest: Matt Kolbert

The meeting was called to order at 12:00 pm by chair Chris Ambrosini. He confirmed that a quorum of board members was present.

The agenda for April 24, 2018 was approved with the following change: Remove item #9, a report on Cannabis tourism research (Porter/Hufford/unanimous).

The minutes of the January, 2018 board meeting were approved (Stone/Daniels/passed).

Zach Winger was appointed to the board to fill the seat vacated by Diane Cutshall in Arcata. (Daniels/Porter/unanimous) Mike Reinman said that he would like to see the 80 vacation rentals in Arcata represented.

Humboldt/Del Norte film commissioner Cassandra Hesseltine made a presentation and annual funding request. Her Powerpoint detailed local spending by film productions and the multiplier effect. She had attended the Sundance Film Festival and connected with a producer about filming an episodic show in Humboldt County. Chris Ambrosini confirmed that the funding continued to support a full-time employee at the Film Commission. The board approved funding of \$60,000 for fiscal year 2018-2019 (Porter/Rowley/unanimous).

Next, Aaron Ostrom and Jonathan Jones of Pacific Outfitters presented about their booking program for guided activities that hotels can bundle with lodgings. Questions and issues included:

- Hotels must be named as additional insureds.
- Must offer flexible party sizes.
- Needs two day lead time.
- Guests can be completely outfitted for fishing and hunting.
- Promo codes will be provided to lodgings.

Next, Matt Kolbert of the Misfit Agency gave a campaign progress report:

- There were two flights of television ads this year.
- As usual, a lot of value added (free) advertising was obtained.
- Facebook advertising launched using the profiles from the visitor bureau's Facebook followers
- A "featurette" video for Northern Humboldt was upcoming.

Next, the board received a report of Executive Committee actions since January.

The financial statement for March, 2018 was examined and approved (Porter/Reinman/unanimous).

Under Director Reports, John Porter announced that the Benbow Inn was named "Best of local B&Bs and Inns" in the Times-Standard readers poll. Chris Ambrosini reported that legal counsel was being retained to guide the HLA grants for Sequoia Park & Zoo.

The meeting adjourned at 2:00 pm. Respectfully submitted by Tony Smithers