

# AGENDA

# HLA Executive Committee

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Location: **Red Lion Hotel**  
**1929 Fourth Street**  
**Eureka, CA**

Time: **Wednesday, February 8, 2017**  
**12:00 noon to 2:00 pm**

Members of the public may address the HLA Executive Committee on any agenda item. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

- I. CALL TO ORDER & ROLL CALL
- II. MEETING MINUTES\* Approve/comment on minutes of January meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
  1. **In-Room Guest Service Directory** (10 minutes)  
Gregg Gardiner from 101 Things to Do Publications will propose renewal of the HLA's advertising sponsorship of the In-Room Guest Service Directory with full County information. Recommended action: receive presentation, discuss and decide.
  2. **Destination Featurette Videos**  
Staff from the Misfit Agency will be present to receive the committee's feedback directly, and to share their vision for the format and purpose of the destination videos. Recommended action: discuss and provide direction to agency.
  3. **Follow the Magic Campaign Metrics**  
Misfit staff will make a presentation and lead a discussion about the various ways of tracking the marketing campaign's effectiveness. Recommended action: receive presentation, discuss and provide direction to agency.
  4. **Review January Financial Statement\***  
Recommended action: Receive report on January finances including Community Tourism fund activities, and direct staff accordingly.
  5. **Ongoing Projects & Old Business**
    - a. TBID Renewal
    - b. 2017 Campaign
- V. DIRECTOR ANNOUNCEMENTS
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS