**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**Wednesday, December 7, 2022, 10:AM**

**ZOOM**

**Minutes**

**Attendance: Chris Ambrosini, Gary Stone, Mike Caldwell, Donna Hufford, Lowell Daniels, John Porter, Jeff Durham**

**In person: Chris Ambrosini, Gary Stone**

Meeting Called to order: 10:16Am

1. **Welcome and Introductions.**
2. **Agenda.** Motion to approve agenda from Donna Hufford, second from Mike Caldwell, to approve the agenda for the Executive Committee for December 7, 2022. Motion approved in a unanimous roll call vote.
3. **Minutes.** Motion from Jeff Durham with a second from Donna Hufford, to approve minutes of the Executive Committee for November 9, 2023 . Motion approved in a unanimous Roll Call vote. John abstained.

1. **Financial Statement.**  Chuck gave a brief overview explaining that all TBID funds have been paid through July, 2022. John asked about the possibility of placing some funds in a money market or CD, saying that banks are paying better rates and that HLA may want to look at the possibilities. Chris said he would look into it. Motion from John Porter with a second from John Porter to approve financials through September 2022. Motion approved in a unanimous roll call vote.
2. **Action items.** Chris discussed the need for receiving Brown Act training based on the recommendations from the county. Chris proposed that HLA hire the Harland Law Firm for Brown act compliance and training. This firm has been used by HLA in the past. Chris has received some very valuable advice from Harland in November and asked that HLA move forward with a prorated agreement with Harland as of November 1, 2023. John Porter made a motion, to hire the Harland Law Firm retroactive from November including a retainer if necessary, Lowell Seconded, motion approved unanimously on a roll call vote.

Marketing Committee update. Matt from Misfit provided a review of advertising and marketing through November. Television advertising on NBC Sports Bay Area with in-game spots for the Warriors and the Giants, and some on The A’s. and Kings games. 16 thirty second spots were purchased for Giants and Warriors, and 12 spots with the A’s and Kings. HLA received 68 spots total on Giants and Warriors games and 134 spots on A’s and Kings game, including value added spots on 49er games, and Sharks games.. Total spots received were 979 over all games, receiving 12 million impressions.an investment of $95,000 received a value of $354,000.

Display banners are served to potential visitors based on demographics and behavior and monitor closely for maximum performance. Travel standards for click through rate are .08%. Because of optimization ads received .039 click throughs or 17,000 clicks. Digital Video provides up to 6 spots, looking for completion rates industry benchmark is 60%, HLA sports receive nearly 80%.

Paid search. Industry benchmark is 6% paid search click through rate. HLA is performing at 8.6%. Paid social, industry benchmark is 1%, HLA is 1.5%. Total new users are up 159% from last year. All told for an investment of $350,000 HLA received $508k in value for appx. 5 months.

**IX Adjournment**

Meeting adjourned at 11:33am