

# AGENDA

# HLA Executive Committee

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

Date: **Wednesday, December 17, 2014**

Time: **1:00 pm to 3:00 pm**

Members of the public are welcome to attend and 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 November 19 and December 4
- III. AGENDA APPROVAL Approve/modify the following agenda for December 2014
- IV. ACTION ITEMS
  1. **Misfit Agency Presentation & Proposal**

Matt Kolbert will present more fully developed creative ideas, recommended media and campaign budget, and proposal for ongoing agency representation. Recommended action: receive presentation and approve, disapprove or modify recommendations and proposals.
  2. **Review November Financial Statement**

Recommended action: Receive report on November finances and direct staff accordingly.
  3. **Unfinished Business**
    - a. Humboldt Steelhead Days
  4. **San Francisco Giants Advertising**

Proposal to purchase a one-page advertisement in the San Francisco Giants official program for \$9,500 that will promote the Avenue of the Giants to fans of the World Series winners. Recommended action: discuss and approve or deny proposal; direct staff.
  5. **Photo and Video Policy**

Following requests from outside organizations for permission to use HLA photo and video content in county promotions, and especially regarding the potential for the Humboldt County Convention & Visitor Bureau to utilize this content in its social media channels, the HLA needs to establish a policy and mechanism for requesting and granting permission for such use. Recommended action: discuss and develop a content use policy, and direct staff accordingly.
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS