**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY DECEMBER 8 /2021 /10:00AM**

**ZOOM**

**MINUTES**

**Attendance:**

Chris, John, Lowell, Gary, Mike, Chuck, Richard, Shailesh, Nil, Melanie Ward and Allie Jones from The Trinidad to Clam Beach Run, Diana Rios

1. ACTION ITEMS
2. AGENDA APPROVAL**:**  Unanimous Approval of December 8, 2021 meeting agenda. Lowell/John
3. MEETING MINUTES ***.*** Unanimous Approval of the November, 2021 meeting minutes. Mike/Lowell.
4. FINANCIALS: Unanimous approval of November 2021 financials. John/Lowell
5. The Annual Board meeting has been scheduled for Thursday January 20th, 2022
6. Discussion Items
7. A presentation was given by The Trinidad to Clam Beach Run group that included race director Melanie Ward and her associate Allie Jones on funding of $10,000 for the event. A discussion followed that centered around how those funds would be used. The HLA group, in a straw vote agreed that funding would be available if the event would use those funds for marketing. A special meeting would be called to vote on allocation of funding.
8. Chuck gave a mid-campaign report on the results of the Standing Tall media campaign. The campaign, has been running for 6 weeks and has successfully performed above industry benchmarks with over 2 million impressions, and over 20,000 clicks to the Visit Humboldt. website. A full report will be presented at the conclusion of the campaign ending at the end of December.
9. Richard gave a brief overview of the progress of the Humboldt Area Guides project with the HCVB. The project will include a pamphlet on the Sky Walk.
10. Chuck gave a brief overview on the formation of the HLA marketing plan. Because of the Holidays, the plan will start to take shape after the first of the year. So far, the gathering on market data has been undertaken and a progress report will be forthcoming.
11. PUBLIC COMMENTS- Diana Rios from Humboldt County discussed the introduction of Avelo Airlines and expressed that Avelo was interested in being a strong marketing partner.
12. Special Meeting announcement. In order to expedite funding for the Trinidad to Clam Beach Run Chris called for a special meeting to immediately follow the adjournment of this Executive Committee meeting.
13. ADJOURNMENT: 11:45 AM.

**Special Meeting to vote on funding for the Trinidad to Clam Beach Run**

The meeting was called to order at 11:46.

Attending Executive Committee members: Shailesh, Nil, John, Chris, Lowell, John.

A motion to approve funding for the run was called by Nil. The motion stated that HLA would fund the run in the amount of $10,000, $5000 from HLA North, and $5000 from the remaining Trinidad fund, if the money was to be used exclusively for marketing. The motion was approved and seconded (Lowell, John) and approved on a unanimous vote.

Adjournment: 12:05 pm.