**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY, March 2, 2022**

**10am via Zoom**

<https://us02web.zoom.us/j/88105062591?pwd=dlNwbXYzUFBWeUxETGZKTjFjb1I4dz09>

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

AGENDA

1. CALL TO ORDER
2. ACTION ITEMS
3. AGENDA APPROVAL**:**  Approve/modify the following agenda for March 2, 2022
4. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from February 2, 2022
5. FINANCIALS: Recommended action. Examine and approve of financials from February,
6. HUMBOLDT AREA GUIDES: Jeff will lead a discussion asking for final approval on funding for the Humboldt Area Guides. Recommended action: Approve final budget.
7. Discussion Items
8. Humboldt County Aviation Department Grant Proposal: The HLA Marketing Committee met and discussed the proposal. Mike, Jeff, Chris, and Chuck, will lead a discussion about possible funding opportunities to leverage airline co-op advertising and assist Humboldt County in marketing airline travel.

**1V.** COMMITTEE REPORTS

**V.** PUBLIC COMMENT

**V1.** ADJOURNMENT