**Humboldt Lodging Alliance**

Meeting of the Board of Directors

**Wednesday, August 17, 10AM**

**ZOOM**

**Minutes**

**Attendance:** Chris Ambrosini, Jeff Durham, Gary Stone, Alpesh Natha, Nil Patel, Shailesh Patel, Mike Caldwell, John Porter, Lowell Daniels, Donna Hufford, Mark Carter

Meeting Called to order: 10:10Am

1. **Welcome and Introductions.**
2. **Agenda.** Motion to move Matt Kolbert of The Misfit Agency was moved from item (1X) on the agenda to after the financial statement discussion. Lowell Daniels motion, Nil Patel second. Agenda approved with this change unanimously.
3. **Minutes.** Recommended action: Approve/modify the board minutes from July 20, 2022. Lowell Daniels and Gary Stone asked that minutes of the meeting provide more detail and asked for corrections to the minutes. Chris Ambrosini asked Chuck Leishman to correct minutes Motion to redo the minutes by Gary Stone, second by Lowell Daniels. Motion approved unanimously.
4. **Financial Statement.** Recommended action. Examine and approve financials through July 2022. Motion to approve John Porter, second Jeff Durham. Financials approved unanimously
5. **Marketing Committee Update**:
6. Jeff mentioned that the Humboldt Area Guides are being distributed and if they aren’t already at your hotel, they soon will be
7. Matt Kolbert: Gave a overview of the creative campaign. All elements of the campaign, banner ads, paid social media, video, and search are performing above industry benchmarks from Mid-June on. Matt mentioned that the campaign is mostly from repurposed materials and will be coming to Humboldt County to shoot for the campaign.

John Porter read some stats that show the following: July stats for visithumboldt.com. June to July users up 86%, new users up 95%, sessions 55%, bounce rate down 18%, paid sessions up 5%.

1. **Report on the Board and Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.
2. **HLA Actions since April 20, 2022**

The following actions were provided to the Board for discussion.

1. As of 5/4/2022: Cassandra Hesseltine from the Humboldt/Del Norte Film asked and received $60,000 in funding for 2022-2023 from the EC in a unanimous vote by the EC.
2. As of 6/1/2022: Richard Stenger presented a PR and Publicity plan for HLA. 2022-2023. Funding of $75,000 was approved unanimously by the EC. .
3. As of 6/1, 2022: Chris appointed an nomination committee of Chuck, Nil, and Chris to oversee the 2022-2024 HLA Board elections.
4. As of 7/6/2022: The Ballot letter for the 2022-2024 was approved and was mailed on July 11, 2022.
5. As of 7/6/2022 a proposal for a $1000 funding request was presented by the Redwood Parks conservancy for the 13th annual Candlelight Walk. The request was unanimously approved by the EC.

No questions or discussion on item V11.

**V111. Announcement of 2022-2024 HLA Board of Directors**

A Ballot approved by the nomination committee was mailed on July 11, 2022. As per HLA Bylaws, if 25% or more of the HLA membership petitions to nominate another candidate within 30 days of the ballot date, then that candidate would be added to the final ballot. The HLA Bylaws state that if no petition comes forward then the new board will be ratified by the Secretary/Treasurer. Since Mark Rowley departed the Board and was acting Secretary/Treasurer, Chris nominated Nil Patel as the new Secretary/Treasurer to replace Mark. Since no petition came forward, the newly elected board was ratified by Nil Patel.

Board members voted to serve for the 2022-2024 term:

* Mike Caldwell, Inn of the Lost Coast -County South
* John Porter, Benbow Historic Inn- County South
* Jeff Durham, The Redwood Riverwalk Hotel- Fortuna
* Alpesh Natha, Quality Inn- Eureka
* Jayshree Patel, Comfort Inn Eureka
* Lowell Daniels, Victorian Inn and Redwood Suites- Ferndale
* Gary Stone, Best Western Plus Humboldt Bay Inn, Eureka
* Donna Hufford, Roosevelt Base Camp- County North
* Meena Patel, Comfort Inn- Arcata

The term for nine (8) Directors of the Humboldt Lodging Alliance (HLA) Board serving for the 2021-2023 term:

* Shailesh Patel, Hampton Inn – Arcata
* Sherry Potter, Arcata Hotel – Arcata
* Chris Ambrosini, Best Western Plus Humboldt Bay Inn – Eureka
* Mark Carter, Carter House Inn – Eureka
* Kelly Martin, Humboldt Bay Extended Stay – Eureka
* Nil Patel, Holiday Inn Express – Eureka
* Pritesh Patel, Super 8 – Fortuna
* Jeannie Jacobs, Best Western Plus Humboldt House Inn – County South

Current Officers:

Chairman: Chris Ambrosini, BW Plus Humboldt Bay Inn, Eureka

Chair Elect: Lowell Daniels, Victorian Inn, Ferndale

Vice-Chair: John Porter, Benbow Historic Inn, Southern Humboldt

Secretary/Treasurer: Nil Patel- Holiday Inn Express, Eureka

**1X. Vote on 2022-2023 Executive committee Members**

A motion to retain the following members to the HLA Executive Committee was made by Jeff Durham, seconded by Lowell Daniels Chris Ambrosini, Lowell Daniels, Jeff Durham, Mike Caldwell, John Porter, Nil Patel, Shailesh Patel, Gary Stone. The 2022-2023 HLA Executive Committee was approved unanimously.

In addition, a motion to elect Donna Hufford Donna Hufford of Roosevelt Base Camp in Orick was made to be the representative of HLA North. To be a member of the HLA Executive Committee was made by Jeff Durham seconded by Gary Stone:

A Vote to approve Donna as a member of the EC for the 2022-2023 was unanimous.

**X. Public Comment-** Diana Rios from Humboldt County is working on economic development strategies in the county on a document required by the EDA and is doing a series of meetings throughout the 6 regions in Humboldt County with a SWAT analysis and encourages attendance and participation at these meetings. Shannon Hughes from Willow Creek is looking to assist HLA in anyway possible. for Mike Caldwell announced the Board of Supervisors approved a visitor center, it will go up for an RFP and have formed the Southern Humboldt Redwood Highway Gateway foundation and is looking forward to support f from HLA. Lowell Daniels spoke about Concours De Elegance is coming in September. Chris discussed The Redwood Coast Music Festival coming at the end of September, Eureka hotels are filling up and the festival continues to grow each year.

**X1. Adjournment** meeting adjourned 11:52 am