

AGENDA

HLA Executive Committee

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

Time: **Wednesday, December 5, 2018**
12:00 noon to 2:00 pm

Members of the public may 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. AGENDA APPROVAL: Approve/modify the following agenda
- III. ACTION ITEMS

1. October Meeting Minutes*

Recommended action: examine and then approve/modify the minutes of the meeting of October, 2018.

2. Humboldt Botanical Gardens (20 minutes)

Recommended action: receive a report from HBG board members on previous projects funded, and consider any additional funding requests. Discuss and decide; direct staff accordingly.

3. 101 Publications (20 minutes)

Recommended action: receive presentation from Gregg Gardiner of 101 Publications, regarding advertising in his company's publications. Discuss and decide; direct staff accordingly.

4. Misfit Campaign Update

Recommended action: receive reports and proposals from Matt Kolbert and team; discuss and provide direction.

- a. 2019 Advertising campaign
- b. Humboldt County display at State Capital Building
- c. HLA Website

5. TBID Modification

Recommended action: receive report on status of TBID Modification.

6. Finances*

Recommended action: Review and approve report on HLA finances for October/November, 2018.

7. Old Business

- IV. DIRECTOR REPORTS
- V. PUBLIC COMMENT PERIOD

Meeting adjourns