

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS
WEDNESDAY, JANUARY 29, 2014 2-4 PM
RED LION HOTEL, 1929 FOURTH St., EUREKA, CALIFORNIA

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. **Welcome and Introductions**
2. **Agenda Approval.** Approve/modify the following agenda for January 2014
3. **October, 2013 Board Minutes** (enclosed). Requested Action: Approve the October 2013 Board Minutes as-is or amended.
4. **Old Business**
5. **Financial Statement.** Receive report on HLA December 31 financial statement. Requested action: Approve September statement.
6. **Destination Video Project.** Malcolm deSoto and Don Banducci will present a preview of destination video shot in December and January. They are seeking a “go-ahead” for the remaining three seasons of the video project. Requested action: Approve remainder of “four seasons” video project. (45 min)
7. **Destination Photography Project.** This was identified as a key need to fulfill at the HLA Board Retreat. Receive a presentation and proposal from Mark McKenna to work in tandem with deSoto and Banducci. Requested action: Approve proposal and direct staff to implement. (15 min)
8. **HLA Board Retreat.** The HLA board retreat in Shelter Cove, January 8-9, produced numerous goals and objectives that need to be prioritized (retreat notes are attached). Requested action: Agree on an action plan with priorities, dates and responsible parties.
9. **Recommendations to HCCVB.** The participants of the HLA board retreat developed recommendations to the Humboldt County Convention & Visitors Bureau to reorganize its marketing committee and to hire a Director of Marketing. These have been discussed by the HCCVB Board, which would like to hold a joint meeting of the HLA/HCCVB boards to address these and other issues of the marketing partnership. Requested action: Agree to a joint board meeting and suggest suitable dates.
10. **Community Funding Activity.** Committee reports on applications received and funded. Review new reports requested by the Executive Committee, Community Funds and Opportunity Marketing Funds.
11. **Public Comment.** Members of the public may address the board on topics not included in the agenda
12. **Adjourn at 4:00 pm**