

AGENDA

HLA Executive Committee

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

Time: **Wednesday, July 13, 2016**
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. MEETING MINUTES* Approve/comment on minutes of June meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **The Misfit Agency Report (12:10 to 1:00 pm)**

Matt Kolbert will present a mid-campaign performance report, and will request a decision on additional advertising expenditures for the second half of 2016 that he presented at the June meeting.
Recommended action: receive report, discuss and decide.
 2. **Arcata Letter***

A letter was received from several Arcata hoteliers who are dissatisfied with Arcata's inclusion on the campaign website. Recommended action: Discuss and formulate a response; direct staff and agency accordingly.
 3. **Board Election Certification**

Review ballots received for the 2016 HLA board election, and certify the results.
 4. **Executive Committee Slate**

Recommended action: Develop a proposed slate of Executive Committee/board officers to present to the HLA Board of Directors for approval.
 5. **July Board Agenda**

Approve or modify the proposed agenda for the July board meeting.
 6. **Vacation Rentals in Humboldt County*** (Shafer)

Discussion of how the growth of vacation rentals is affecting the lodging market in Humboldt, as well as city and county ordinances that are attempting to regulate them. Recommended action: discuss and determine whether further board action is required.
 7. **Review June Financial Statement**

Recommended action: Receive report on June finances including Community Tourism fund activities, and direct staff accordingly.
 8. **Ongoing Projects**
 - HLA Renewal
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS