

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS
THURSDAY, JULY 28, 2016, 12:00-2:00 PM
THE RED LION HOTEL, 1929 4TH 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. **2016 Board Elections --announcing results of the 2016 board election.** Recommended action: welcome new board members and thank outgoing board members.
3. **2016-2017 Slate of Officers.** Recommended action: receive Executive Committee recommended slate of board officers, modify as desired, and approve.
4. **Agenda Approval.** Approve/modify the following agenda for July 28 2016.
5. **May 3 2016 Board Minutes** Requested Action: Approve the May 3 2016 Board minutes .
6. **Report on Special Meeting of July 21.** Recommended action: review minutes and board votes taken on July 21 with specific reference to decisions regarding the HCTBID renewal. Agree on final alterations to the Management District Plan for district renewal.
7. **Civitas Presentation** Nichole Farley of Civitas will give a presentation on the schedule, procedure and planning considerations of renewing the Humboldt County Tourism Business Improvement District. Recommended action: Receive presentation, discuss HCTBID renewal, discuss letter of engagement with Civitas, and direct staff accordingly.
8. **Report to the board of Executive Committee actions:**
 - Funding of Humboldt Botanical Gardens marketing
 - Funding of Humboldt/Del Norte Film Commission
 - Finalization of Gary Todoroff photography project
 - Contributed \$1,000 to Cal Travel Prop 26 "defense of TMDs" fund
 - Contributed \$10,000 to the Concourse d'Elegance event
9. **Misfit Campaign Report** by Matt Kolbert, including mid-campaign metrics and campaign add-ons approved by the Executive Committee. Recommended action: Receive report, discuss and provide direction.
10. **Financial Statement***. Receive report on HLA June 2016 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve June reports.
11. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
12. **Public Comment.** Members of the public may address the board on topics not included in the agenda
13. **Adjourn at 2:00 pm**