

AGENDA

HLA Executive Committee

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

Time: **Wednesday, January 14**
1:00 pm to 4:00 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 December 17 meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Misfit Agency Presentation & Proposal (1 hour)**

Discuss agency presentation and recommendations received on December 17 and written materials included with this agenda. Recommended action: identify issues and questions for Matt Kolbert of Misfit agency; set budget and negotiation points.

Break for 10 minutes

2. **Meeting with Matt Kolbert**

Put the questions identified above to Mr. Kolbert and receive his answers. Recommended action: develop and agree upon a marketing campaign budget and agency fees. Direct staff accordingly.

Additional items of business, time permitting

3. **Review December Financial Statement**

Recommended action: Receive report on December finances and direct staff accordingly.

4. **Photo and Video Policy**

Following requests from outside organizations for permission to use HLA photo and video content in county promotions, and especially regarding the potential for the Humboldt County Convention & Visitor Bureau to utilize this content in its social media channels, the HLA needs to establish a policy and mechanism for requesting and granting permission for such use. Recommended action: discuss and develop a content use policy, and direct staff accordingly.

- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS