

# HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS

**WEDNESDAY November 7, 2018, 12:00 noon to 2:00 pm**

RED LION HOTEL, 1929 Fourth St., Eureka CA

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 October 31, 2018
3. **August 2018 Board Minutes** \*Requested Action: Approve the August 2018 Board minutes.
4. **Concours on Main Report**  
Recommended action: Receive report from representatives of the Ferndale Chamber of Commerce regarding the 2018 event. Consider funding proposal for 2019 event; discuss, decide and direct staff accordingly.
5. **TBID Modification\***  
Recommended action: Discuss and approve proposed changes to the Management District Plan. Review draft letter to the Board of Supervisors and discuss/modify. Approve letter to be forwarded to the BOS.
6. **Report to the Board of Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate. Since the last board meeting, the HLA Executive Committee:
  - Worked with Civitas, Inc. to develop recommendations for TBID modification
  - Received a campaign update from Misfit
  - Approved taking on new display at CA State Capital
7. **Financial Statement\*.** Receive report on HLA September 2018 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve reports.
8. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
9. **Old Business**  
Sequoia Park & Zoo grant update
10. **Public Comment.** Members of the public may address the board on topics not included in the agenda
11. **Adjourn**