

AGENDA

HLA Executive Committee

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

Time: **Wednesday, March 18, 2015**
1:00 pm to 3:00 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 February meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS

- 1. Destination Photography Project**

- Photographer Gary Todoroff will present an overview of the images he has created since last May. Recommended action: receive presentation and provide direction or consider early completion of the project and renegotiation of terms.

- 2. Redwood EdVentures Funding Request**

- This request is being brought back for the committee's consideration with more information and the project participants attending to answer questions. Recommended action: receive report and presentation and consider funding this project

- 3. Review February Financial Statement**

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

- 4. Agency Committee Report (Daniels, Stone, Smithers)**

- The Agency Committee will report on their work with Misfit, including their finalized logo, preliminary advertising creative, and launch party plans.

- 5. Other Community Funding Business**

- a. Patricks Point State Park
 - b. Humboldt County Community Ice Rink

- 6. Assessment and Bed Tax Compliance**

- Board members are concerned that with the proliferation of "Air B&B" and "VRBO" lodging systems, many providers are flying under that radar and not contributing their fair share. Recommended action: discuss the issue and decide what, if any, action the HLA wants to take, and direct staff accordingly.

- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS