Humboldt Lodging Alliance

Executive Committee Meeting

April 8, 2020

Zoom conference

Present: Chris Ambrosini, Gary Stone, Lowell Daniels, John Porter, Marc Rowley, Mike Caldwell, Ken Galarowitz, Donna Hufford,

Others Present: Justin Legge

This meeting was called to order at 12p.m. via Zoom conference

A quorum was present.

II The Agenda was approved as presented (Hufford/Rowley)

1. **The minutes** of the March meeting were approved with a correction on the word pursue being changed to ensue in the minutes (Daniels/Rowley)
2. **Financial Reports** were submitted through March 2020. Chris gave an update on Financials: HLA received past due funds from Arcata. Funds are overdue from Trinidad. Chuck will look into it. Motion to accept financials as presented (Chris, Marc) approved.
3. **General Discussion on Covid 19**

Questions about what the county will do about suspending TOT. John mentioned he had spoken with John Bartholomew. Bartholomew said, it would be up to a vote of the Board of Supervisors to suspend, and he wouldn’t object. Lowell mentioned a 4 year deferral is available on property tax and said he would share the information with the HLA group. Chris said the county will delay property tax. Chuck agreed to look into it.

1. **Marketing**

Chris led a discussion on Misfits. Matt asked for $32,000 to work on new creative for post-pandemic marketing. Chris asked for clarification on what the new creative would be. After several emails between Chris and Matt (with Chuck included on some of them), Chris had not been informed on the direction of the new creative after repeatedly asking Matt for ideas. Chuck confirmed this was accurate.

Gary commented that we are living in a new world and that secondary markets like Humboldt will have a “powerful call” for tourism and that we make a major push rather than monthly marketing. Mention was made from Mark about how our area received a major bump in visitors after 911, the great recession, and the 1989 earthquake. Visit California has closed several offices internationally and will focus on California based tourism. It was agree that HLA will need to be ready to market when the shelter in place restrictions were eased for travel. John mentioned that Las Vegas will be giving rooms away and that we need to be ready. Possible value added programs should be considered, like contests, or a point system.

1. **Chuck’s “Standing Tall” Post pandemic campaign presentation**

Chuck presented the “Standing Tall” concept. The campaign will focus on the natural attractions and beauty of our area, and use local folks that perform services that appeal to the visitor. The campaign consists of photography and video of the county and will consist of 10 vignettes that will be made into 15 and 30 second spots (and possibly 60 seconds as well). The cost of the creative materials will be $15,000. Chuck will work with a team of local professionals on creative. The committee unanimously approved moving forward with the campaign. (Daniels, Hufford).

After more discussion of how to move forward with Misfits. Chuck was going to ask Matt to provide a proposal for a media plan and Media buy.

1. **Comments from the public**

Justin Legge discussed “Forest Bathing” and his forest tours in Northern Humboldt. Mark

mentioned that forest bathing would be a focus in China Basin.

A motion was made to adjourn (Daniels/Gary) and approved. Meeting adjourned.