

Humboldt Lodging Alliance
Regular/hybrid meeting of the HLA Executive Committee Wednesday, July 12, 2023, 1:00 pm. Attend in person at 612 G St. Ste. 101, Eureka or join on Zoom

Minutes

Humboldt Lodging Alliance Executive Committee members

Directors attending in person:

Chris Ambrosini (Best Western Plus Humboldt Bay Inn, Eureka),
Lowell Daniels (Victorian Inn & Redwood Suites, Ferndale),

Directors attending via zoom from these locations:

Mike Caldwell, Inn of the Lost Coast 205 Wave Drive, Shelter Cove, CA, 95589

Donna Hufford- Roosevelt Base Camp 121130 US-101, Orick, CA 95555

Nil Patel- Holiday Inn Express- 815 W. Wabash, Eureka ca 95501.

Gary Stone- Best Western Plus Humboldt Bay Inn, 232 W. 5th St. Eureka, 95501.

Meeting called to order at 1:07pm

I. Approval/modification of minutes from the March 8, 2023 meeting.

Lowell Daniels mentioned that in the minutes of the March 8, 2003 EA meeting, he was mentioned as initiating a motion to approve the minutes and seconding the motion as well. The second actually came from Donna Hufford. Donna made a motion to approve the minutes with corrections, and Mike Caldwell seconded. Motion unanimously approved in a roll call vote.

II. Approval/modification of the agenda for the July 12, 2023 meeting. Lowell Daniels made a motion to approve with a second from Donna Hufford. Motion unanimously approved with a roll call vote

III. Approval of financials through June 2023.

Chuck reported that all funds through the first quarter 2023 have been received.

Motion to approve, Lowell Daniels with a second from Mike. Unanimous approval.

IV. Action items

A Presentation for 2023 funding of \$60,000 for the Humboldt Del Norte Film Commission by Commissioner Cassandra Hesseltine was given. A motion was made by Mike Caldwell to grant funding with a second from Lowell Daniels. Motion approved for \$60,000 in funding unanimously approved through a roll call vote.

V. Discussion Items

- a) Chuck provided a report on finding the best interest rate available for HLA bank account. The committee comprised of Chris Ambrosinii, Pritesh Patel, and Chuck Leishman researched available programs and chose Redwood Capital Bank at 4.25 % in an interest bearing account.
- b) Cannifest report. Chuck provided update on the progress of Cannifest and shared the efforts by Cannifest to market the first year event. Chuck said that they have done a great job of utilizing funds provided by HLA and the event is getting well publicized especially to a Cannabis audience. HLA will kick in with a \$25,000 investment in digital, and video ads. Several HLA properties have signed on to participate in room packages.

VI. Director Reports. No director reports

VII. Public Comment: Diana Rios mentioned that Avelo airlines has resumed service to Las Vegas and is looking to market that route. She asked if HLA consider using some of the existing HLA marketing funds to help promote the Las Vegas flight.

VIII. Adjournment

Meeting adjourned at 2:13 pm.

