

# AGENDA

# HLA Executive Committee

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

Time: **Wednesday, November 1, 2017**  
**12:00 noon to 2:00 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. AGENDA APPROVAL: Approve/modify the following agenda
- III. ACTION ITEMS

**1. Board Appointments**

Recommended action: Confirm appointment of Pritesh Patel (Fortuna) and Nil Patel (Eureka) to the Humboldt Lodging Alliance Board of Directors.

**2. Research & Marketing Metrics**

Recommended action: Discuss comments from HLA board retreat. Develop scope and budget for special research, and direct staff accordingly.

**3. HLA Website**

Recommended action: Discuss board retreat recommendation to direct HLA marketing to the CVB website, VisitRedwoods.com, for campaign fulfillment. Receive staff report on inclusion of Arcata hotels on bureau website. Discuss and direct staff.

**4. Event Coordination**

Recommended action: Review and discuss comments from HLA board retreat. Consider options for staffing or contracting an event coordinator. Appoint subcommittee of Shafer, Porter & Rowley to review industry practices in event coordination and report to Executive Committee with recommendations.

**5. Social Media**

Recommended action: Receive presentation from Eureka-Humboldt Visitors Bureau on the current social media program and a proposal for expanding the program. Discuss and accept, reject, modify or postpone the social media expansion proposal.

**6. Paid Search & Digital Marketing**

Recommended action: Receive presentation from Eureka-Humboldt Visitors Bureau on their current paid search and digital marketing program, and a proposal for expanding the program. Discuss and accept, reject, modify or postpone the paid search and digital marketing proposal.

**7. Misfit 2018 Campaign Proposal**

Recommended action: Review and discuss the board retreat modifications to the Misfit campaign proposal. Develop an overall plan for calendar year 2018 that specifies the role and budget for Misfit, the Visitors Bureau or other agencies to contribute different pieces of the marketing program. Prepare feedback and direction to provide to Misfit.

**8. Regular Executive Committee meeting for November**

Recommended action: Select Thursday, November 16 for the next Executive Committee meeting, at which the Misfit agency will appear to receive committee direction on the 2018 campaign, among other items of business.

**9. PUBLIC COMMENT PERIOD**