

**Humboldt Lodging Alliance  
Executive Committee Meeting Minutes**

May 15, 2019  
Red Lion Hotel, Eureka, CA

Present: Chris Ambrosini, Gary Stone, Lowell Daniels, Mark Rowley, Ken Galarowicz

The meeting was called to order at 12:02pm at the Red Lion Hotel in Eureka with a quorum present.

The agenda was approved as presented (Daniels, Rowley) unanimous.

1. The minutes of the April 10, 2019 meeting read and approved as presented
2. Planet Humboldt – A Summit of Inspiration. Received presentation and proposal from Andrew Barnett, production coordinator, for Planet Humboldt. The event is taking place on Sept 13 & 14 in Eureka, celebrating the vision of Alexander Von Humboldt as described on their flyer and applicatuion. The event was asking for \$20,000. No action was taken as there was no motion made for the funding. Thanked the presenter and wished them great success with the event.
3. Fly Humboldt – Received update from Gregg Foster, Fly Humboldt. United will be starting flights to Denver beginning June 6, 2019. Greg was looking for “bridge” funding from HLA (approx. \$90,000) for basically one month as the revenue guarantee from the LA Flight was ending on July 1, 2019. Both ALA and FLA was a part of the LA revenue guarantee and agreed to make it available for the Denver RG, but there the month of June that Greg needed the “bridge funding”. He was seeing if HLA would be interested if needed. We let him know that we would be if needed...to have him formally write up something to present to us if he needed. He also went thru some graphs on the LA statistics and what percentages were actually visitor numbers vs resident numbers. He also stated that he can now get more demographics on visitors and would be present to us at a future date.
4. Misfit did not give an update this month
5. EHCVB update. Marc discussed the current situation with the CVB and said that he feels that it will survive, but probably a lot more leaner and that funding was starting to take shape, but not to previous levels. He is more optimistic than he was in previous months, but cautioned that there is still a lot of work to do moving forward.
6. Financials were discussed. Chris brought to the attention to the group that we have the Redwood Canopy Walk bills coming due in the next year. ELA \$1M and HLA \$500K. He set up different line accounts for both moving \$500K from ELA and \$250K

from HLA to 2 separate accounts(see financials). It was also discussed to keep a close eye on our spending moving forward.

7. Old Business. Gary gave a report on the Canopy Walk and said that it was moving along and the we were close to signing a new MOU with the city of Eureka as there has been some changes and updates to the plan. Chris gave an update on the TBID motification. It was scheduled to be on the April 16, BOS meeting, but got pulled from the agenda with no explanation the morning of the meeting. We will continue to work on getting this matter taken care of.

There being no further business before the committee, it adjourned at 2:05pm

Respectfully submitted, Chris Ambrosini