**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY, April 6, 2022**

**10am via Zoom**

**https://us02web.zoom.us/j/82569737843?pwd=K0E3WlJRYmNGalp0VTZpQmJjc0pLdz09**

Minutes

1. CALL TO ORDER: at 10:07am
2. ATTENDANCE: Chris, Gary, Nil, Shailesh, John, Lowell, Richard, Chuck
3. ACTION ITEMS
4. AGENDA APPROVAL**:**  Unanimous approval of agenda for April 6, 2022
5. MEETING MINUTES ***.*** Unanimous approval of the meeting minutes from March 2, 2022
6. FINANCIALS: Unanimous approval of financials from March, 2022
7. Humboldt County TOT 2% tax increase was discussed. The EC voiced disapproval of the measure and strongly objected to the lack of notice, and not including HLA in any discussions prior to putting it on the ballot. Lowell said that with the way the measure was listed on the ballot, and the lack of opportunity HLA had to make an opposition statement, voters would vote for the measure and that HLA was “tilting at windmills “if the group chose to fight the measure. Nil commented that the county offers support on one end while taking HLA money on the other. Gary mentioned that tourists not only pay significant transient occupancy tax, but pay more than locals. Richard said the tourism is a $400 million industry in Humboldt County and that Airbnb’s are not paying a fair share. Diana Rios from HC said she would look into it. John said that the increase in TOT over the years has been significant to the county with the increase in lodging prices. . Chris said he would call a special meeting of the HLA Board and asked for timelines from the county pointing out the lack of communication on Measure J.

A motion to have Richard and Chuck draft a press release voicing HLA displeasure on Measure J was called ( L/G ) and unanimously approved.

1. Marketing Plan update. Misfit is developing the creative for the HLA marketing program. The plan originally called for the media campaign to be up and running. .Repurposing some existing creative until the new campaign is approved was discussed. Lowell asked if Chris could look into the progress of the campaign.
2. Discussion Items

Richard gave a brief update on the publication of the Humboldt Area Guides. The went through a round of proofing and should be out by Memorial weekend.

**V.** COMMITTEE REPORTS. No committee reports

**VI.** PUBLIC COMMENT: no public comment

**V1I.** ADJOURNMENT: meeting adjourned at 11:37am