

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS

WEDNESDAY DECEMBER, 11. 12:00 noon to 2:00 pm

RED LION HOTEL, EUREKA

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

Agenda

- 1. Welcome and Introductions**
- 2. Agenda Approval.** Approve/modify the following agenda for December 11, 2019.
- 3. February Board Minutes and June Special Board Minutes** Requested Action: Approve both Board Meeting minutes.
- 4. 2019/2020 Board Election Results**
Requested action: Welcome new Board members GENIE JACOBS (SOUTHERN HUMBOLDT) and SHERRY POTTER (ARCATA) and re-elected Board members.
- 5. Executive Committee Slate**
Requested action: Approve recommended slate for HLA Board Officers and Executive Committee.
- 6. Misfit Campaign Report**
Requested action: Receive a campaign report from the Misfit Agency.
- 7. HLA MDP Change**
Requested action: Receive report on MDP change approval and what it means moving forward
- 8. Report to the Board of Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.
 - Voted and approved unanimously 11-6-19 to help Short Term Rental (STR) properties that have less than 5 rentable units per parcel with developing a new TBID. HLA will offer assistance, but STRs will need to take the lead and we will assist them with the process. HLA will also provide funding up to \$15,000 to organize and form their TBID. Requested action: Discuss and obtain final Board approval.
 - Renewed modified administrative agreement with the Eureka-Humboldt Visitors Bureau
 - Renewed Humboldt-Del Norte Film Commission Contract
 - Funded various other projects (see funding community funding reports)
- 9. Hire an Administrator/Executive Director.** Discuss hiring an Administrator/Executive Director.
- 10. Financial Statement.** Receive report on HLA December financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve reports.
- 11. Director Reports.** All HLA directors are encouraged to report on relevant activities.
- 12. Public Comment.** Members of the public may address the board on topics not included in the agenda
- 13. Adjourn**