

AGENDA

HLA Executive Committee

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

Time: **Wednesday, February 14, 2018**
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. **January meeting minutes***
Recommended action: examine and then approve/modify the minutes of the Executive Committee meeting of January, 2018.
 2. **101 Publications**
Recommended action: Receive presentation from Greg Gardiner about HLA advertising in his company's various publications; discuss, decide and direct staff.
 3. **Executive Committee Meeting Dates**
A proposal has been made to the Visitors Bureau Marketing Committee to swap meeting dates with the HLA Executive Committee. Recommended action: Receive report and take action as appropriate.
 4. **Research Project***
Recommended action: Review updated and focused research proposal submitted by Destination Analysts. Discuss and direct staff accordingly.
 5. **HLA Website Committee Report**
Recommended action: Receive update from website subcommittee (Gary Stone, Mike Caldwell).
 6. **HLA Staffing Committee Report**
Recommended action: Receive update from staffing subcommittee (John Porter, Cari Shafer and Marc Rowley).
 7. **January Finances**
Recommended action: Review and approve report on HLA finances for January 30, 2018.
 8. **Old Business**
The Great Race event
- IV. DIRECTOR REPORTS
- V. PUBLIC COMMENT PERIOD