

AGENDA

HLA Executive Committee

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

Time: **Thursday, October 11, 2018—PLEASE NOTE: MEETING IS ON A THURSDAY**
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. September Meeting Minutes*

Recommended action: examine and then approve/modify the minutes of the meeting of September, 2018.

2. Ferndale Concours on Main

Representatives from Ferndale will report on the 2018 event and make a request for the 2019 event. Recommended action: receive report, ask questions, discuss and decide.

3. Misfit Campaign Update

Recommended action: receive report from Matt Kolbert; discuss and provide direction.

4. Humboldt County Display at State Capital Building

Supervisor Rex Bohn has requested HLA support for renewing the county display in Sacramento. Recommended action: discuss budget, creative and responsibility; decide and direct staff accordingly.

5. Video Display at Humboldt County Airport*

HLA has the opportunity to present destination and attraction information to arriving passengers. Recommended action: receive staff report, discuss and decide whether to support this project.

6. TBID Modification*

Recommended action: Review draft letter to the Board of Supervisors and discuss/modify. Approve letter to be forwarded to the HLA Board of Directors in late October.

7. September Finances*

Recommended action: Review and approve report on HLA finances for September, 2018.

8. October Board Meeting

Recommended action: discuss and decide date, venue and agenda for the October board meeting.

9. Old Business

- Sequoia Park and Zoo grants
- Save the Redwoods League Centennial Celebration

IV. DIRECTOR REPORTS

V. PUBLIC COMMENT PERIOD

Meeting adjourns