

AGENDA

HLA Executive Committee

Location: **Red Lion Hotel
Eureka**

Date: **Wednesday, March 4, 2020**

Time: **Noon to 2:00pm**

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/DISCUSSION ITEMS

1. Opening comments from our new Executive Director Chuck Leishman

2. February Meeting Minutes

Recommended action: Examine and then approve/modify the minutes of the Feb meeting

3. Finances

Recommended action: Review financials and community funding report for February 2020. Approve financials.

Recommended action: Update on Arcata's non-payment status. Direct staff on next steps.

4. Misfit/Marketing Update

Recommended action: Discuss Misfit's summary/recommended proposal.

Discuss thoughts from Chuck, brainstorm report, and Executive Committee on our marketing efforts moving forward in 2020 and beyond. Direct staff accordingly.

5. Change in HCVB staff/HLA Support

Discussion: Receive report from Chris. Direct staff direction.

6. HLA Board Meeting March 18, 2020

Discuss agenda items and location for Board Meeting

7. Old Business

- Zoo Redwood Canopy Walk

IV. DIRECTOR REPORTS

V. PUBLIC COMMENT PERIOD

Meeting adjourns