

Minutes of the Executive Committee of the Humboldt Lodging Alliance, meeting Wednesday, April 12, 2017 at the Red Lion Hotel, Eureka, California.

Present: Lowell Daniels, Cari Shafer, Chris Ambrosini, Mike Caldwell, Tony Smithers

Guests: Richard Stenger

The meeting was called to order at 12:07 by Chris Ambrosini. The minutes of the March meeting were examined and approved (Shafer/Caldwell/unanimous), followed by approval of the April agenda as submitted.

The committee first received a presentation from Richard Stenger, Media & Marketing Director of the Eureka-Humboldt Visitors Bureau. Mr. Stenger set out to explain the bureau's complete social media program, using a Powerpoint presentation to provide details of the bureau's marketing reach on Facebook, YouTube, Instagram, Flickr, Issuu, Pinterest, etc. The presentation went into great detail about how content is selected, posted, reposted and tracked. The committee asked a great many questions, and was particularly interested in efforts to build presence on Instagram. The question was raised whether having an additional budget would help in expanding Humboldt County's Instagram footprint. Mr. Stenger promised to consider this and report back to the committee.

Next, Tony Smithers provided an update on the renewal process for the Humboldt County Tourism Business Improvement District. He said that he and Gina Trechter, the consultant with Civitas, were reaching out to the various cities for scheduling of their Resolutions of Consent. Smithers said that in the following week, the matter was before the Rio Dell City Council (April 18) and the Ferndale City Council (April 19). He also reported that he had a productive meeting with Susan Rottwein of the Trinidad City Council, but that the petition count for Trinidad was still well under the desired 51 percent of TOT. Efforts to reach out to Trinidad lodging operators were ongoing, he said, adding that we should be prepared for Trinidad to not be part of the district upon renewal.

Next on the agenda was review of the monthly report received from the Misfit Agency. This report, dated April 2017, included the status on all aspects of the marketing campaign including digital ads, cable TV ads, print ads and special projects such as the San Francisco "bus wrap" for which Misfit is handling the creative production. Also in the report were updates on the destination featurette videos, the campaign website, front desk kit and online campaign library.

The committee then considered the 2017 HLA board elections. Mr. Smithers passed out a list of board members whose seats were up for election, and sought direction on conducting the board election. The committee named a board nominating committee of Cari Shafer, Lowell Daniels and Gary Stone. Smithers suggested a mailing to assessed businesses encouraging lodging operators to volunteer for board service. Mike Caldwell related that for the Shelter Cove Community Services District election, a list of qualifying questions was sent to board candidates for their responses.

The committee then reviewed and approved the March financial statement, after which Mr. Smithers reported a disappointing response for the Humboldt Concierge Training being offered by the Visitors Bureau with HLA sponsorship. Cari Shafer suggested that the Concierge Classroom should be given more time so it feels less rushed. The committee expressed their dissatisfaction at having too many non-lodging employees taking part, and Mr. Smithers was directed to cancel parts of the program that didn't have a minimum number of lodging employees signed up.

With no further time, the meeting was adjourned at 2:00 pm. Respectfully submitted by Tony Smithers.