

# Humboldt Lodging Alliance

Meeting of the Executive Committee

WEDNESDAY JUNE 16, 2021 10AM

ZOOM Meeting

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 3 minutes.

## AGENDA

- I. CALL TO ORDER
- II. AGENDA APPROVAL: Approve/modify the agenda for June 16, 2021.
- III. ACTION ITEMS
  - A. **May Meeting Minutes.** Recommended action. Examine and vote to approve/modify the minutes from the May 5, 2021 meeting.
  - B. **Financials.** Recommended action. Examine and vote to approve of May financials.
  - C. **Richard Stenger Presentation.** Richard will present his proposal for suggested media services over the next fiscal year. Recommended action. Discuss and vote to approve or disapprove Richard's proposal.
- IV. DISCUSSION ITEMS
  - A. **Redwood Sky Walk Update.** Chris will give an update on the Redwood Sky Walk.
  - B. **Media Buy Update.** Matt from Misfit will give an update on HLA's 2021 media buy.
  - C. **County Payment Update.** Chris will provide an update on Humboldt county's payment to HLA.
- V. DIRECTOR REPORTS
- VI. PUBLIC COMMENT PERIOD

ADJOURNMENT