

AGENDA

HLA Executive Committee

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

Time: **Wednesday, November 11, 2015**
12:00 noon to 2:00 pm **PLEASE NOTE NEW TIME**

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. MEETING MINUTES* Approve/comment on minutes of October meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS

1. Follow the Magic Campaign Website

The beta website is up and running and the URL has been sent to all committee members by Misfit. Recommended action: Review the website together, discuss and develop feedback for Misfit.

2. Agency Committee Update

Progress report from Agency Subcommittee (Daniels/Caldwell/Smithers) on advertising campaign, front desk kit, and agency's recommendations for 2016. Recommended action: Discuss and develop feedback to be communicated to Misfit.

3. Humboldt Rabbit Plush Toy*

At least two quotes have been received for production of a plush toy version of the Humboldt Rabbit developed for the advertising campaign. Recommended action: Discuss and decide whether to place an order for the Humboldt Rabbit Plush Toy.

4. Review October Financial Statement*

Recommended action: Receive report on September finances including Community Tourism fund activities, and direct staff accordingly.

5. Ongoing Projects

Airbnb etc.
HCTBID Renewal
Destination Photography
Four Seasons of Humboldt Video
Community Tourism Projects

- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS