**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY FEBRUARY 2, 2022**

**10am via Zoom**

Join Zoom Meeting  
<https://us02web.zoom.us/j/88660687012?pwd=NkRUZk1vMzNoclREVjBVK1UxRjNCZz09>

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

AGENDA

1. CALL TO ORDER
2. ACTION ITEMS
3. AGENDA APPROVAL**:**  Approve/modify the following agenda for February 2, 2022
4. MEETING MINUTES ***.*** Recommended action: Approve/modify the Executive Committee meeting minutes from January 5, 2022
5. FINANCIALS: Recommended action. Examine and approve of financials from January, 2022.
6. MARKETING PLAN: Matt from Misfit will present the marketing plan initiated by the marketing committee and funded by HLA. Recommended action: approve/modify the plan for presentation to the HLA Board for final approval. (30 minutes)
7. EXECUTIVE COMMITTEE AND BOARD MEETING DATES: Recommended action: choose and approve consistent meeting dates going forward.
8. Discussion Items
9. Humboldt County Aviation Department Grant Proposal: Dianna Rios and Cody Roggatz will present a proposal for a grant from HLA for funding of a 4-year Tourism Improvement, Airline Recruitment, and Retention for the California Redwood Coast. The presentation will be 7-10 minutes followed by a 20-30 minute question and answer session. This matter is for discussion only. (30 minutes)
10. Jeff will provide a Marketing Committee update
11. SPECIAL PRESENTATION ON THE BROWN ACT- Cathie Childs from County Council will give a presentation on the Brown Act followed by a discussion. (20 minutes)

**1V.** COMMITTEE REPORTS

**V.** PUBLIC COMMENT

**V1.** ADJOURNMENT