

# AGENDA

# HLA Executive Committee

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Location: **The Adorni Center (conference room)**  
**1011 Waterfront Drive**  
**Eureka, CA**

Time: **Wednesday, March 9, 2016**  
**12:00 noon to 2:00 pm**

**PLEASE NOTE NEW TIME & DIFFERENT LOCATION**

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 February meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
  - 1) **Hospitality training.\*** Recommended action: receive presentation and funding request from the visitor bureau Hospitality Committee to provide Concierge Training this spring. Discuss and decide.
  - 2) **Campaign report.** Recommended action: receive staff and agency report on website soft launch, video shoot, Weekend Sherpa, VIA magazine and other campaign elements. Discuss and provide campaign direction as appropriate.
  - 3) **Board appointment to replace Brad Laws.** Shall the Executive Committee appoint a new HLA board member to finish Brad Laws' term on the board? Recommended action: discuss and possibly make appointment.
  - 4) **Front desk kit distribution plan.\*** Presentation of plan to put the "front desk kit" into the hands of HLA assessed businesses by the end of April. Recommended action: receive presentation, discuss and direct staff accordingly.
  - 5) **Planning for district renewal.** At the January board retreat, the board overwhelmingly agreed to renew the Humboldt County Tourism Business Improvement District before it expires on June 30, 2017. Recommended action: discuss steps and actions for district renewal and direct staff accordingly. Steps may include:
    - a. Revisions to the Management District Plan
    - b. Use of consultants ie. Civitas
    - c. Communications with assessed businesses
    - d. Schedule and responsibilities
  - 6) **Review February Financial Statement\***  
Recommended action: Receive report on February finances including Community Tourism fund activities, and direct staff accordingly.
  - 7) **Ongoing Projects**
    - Letter in support of vacation rental regulation\*
    - Destination photography project
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS