

AGENDA

HLA Executive Committee

Location: **Red Lion Hotel, 1929 4th St, Eureka, California**

Date: **Friday, August 29, 2014**

Time: **1:00 pm to 3:00 pm**

SPECIAL MEETING

Members of the public are welcome to attend and 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. **FUNDING REQUEST FOR HUMBOLDT RESTAURANT WEEK**

A funding request for \$5,373 has been made by Locally Delicious Inc. to help market Humboldt Restaurant Week (September 26 to October 5) in the Redding area. Recommended action: review request, ask questions and decide.

III. **MARKETING AGENCY PRESENTATION**

Matt Kolbert and team from Misfit, a Sacramento marketing agency, will give an overview of their agency's capabilities and destination marketing experience, to be followed by a question-and-answer session. This is a "get to know you" opportunity to see whether we want to further explore working together.

Recommended action: Receive presentation; ask questions.

IV. **PUBLIC COMMENT PERIOD**

V. **MEETING ADJOURNS**