

# AGENDA

# HLA Executive Committee

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Location: **Hampton Inn & Suites**  
**4750 Valley West Blvd., Arcata**

Date: **Wednesday, November 19, 2014**

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

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. SEPTEMBER MEETING MINUTES Approve/comment on last meeting's minutes
- III. AGENDA APPROVAL Approve/modify the following agenda for November 2014
- IV. ACTION ITEMS
  - 1. Review October Financial Statement**  
Recommended action: Receive report on October finances and direct staff accordingly.
  - 2. Unfinished Business**
    - a. Approval of ad for in-room directory. Recommended action: approve or approve with modifications and release funds to 101 Publications.
    - b. Report on Humboldt Restaurant Week. Recommended action: receive report from Ann Anderson, ask questions and provide feedback.
  - 3. Humboldt Steelhead Days**  
Presentation and funding request from Mad River Alliance and California Trout for a two-week fishing event in mid-winter. Funding application and budget attached.
  - 4. 2:00 pm Time Certain**  
**Misfit Webinar**  
Digital & voice presentation by Matt Kolbert with his agency's initial results on competitive analysis and brand strategy. Committee questions and discussion. Recommended action: provide feedback to Mr. Kolbert for completion of his agency's project.
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS