

## **HUMBOLDT LODGING ALLIANCE**

MEETING OF THE BOARD OF DIRECTORS  
WEDNESDAY, OCTOBER 3, 2012, 3:00 TO 5:00 PM  
AT THE ADORNI CENTER (CONFERENCE ROOM)  
1011 WATERFRONT DRIVE, EUREKA, CALIFORNIA

### **Agenda**

\*Document enclosed

- 1. Welcome and Introductions**
- 2. Approval of the May, 2012 Board Minutes\* (Action Item)**
- 3. Old Business**
- 4. Public Comment**  
Members of the public may address the board on topics not included in the agenda
- 5. Community Tourism Projects (Action item)**  
The HLA Executive Committee has directed that the application process for Community Tourism Projects shall go public this coming spring when funds are actually available. However, there is great interest in this funding and we would like to set policy and procedure so that staff can develop the application packet by year's end.
- 6. 2012-2013 HLA Budget\* (Action Item)**  
The proposed HLA budget is based on several revenue assumptions as well as some spending assumptions. In approving the budget, the board will discuss and confirm or alter these policies.
- 7. Review of Proposed Marketing Plan (Action Item)**  
A consolidated marketing plan will be presented which is based on the six marketing objectives identified by the Executive Committee. If approved, the plan will then go to the HCCVB board for approval and immediate implementation.
- 8. Report on HLA Banking and Insurance (Information Item)**
- 9. Negotiations with Non-Assessed Businesses (Action Item)**  
An outreach team has been proposed by the Executive Committee to begin negotiations with the casino-hotels for inclusion in HLA and the marketing program. With the approval of a marketing plan (above), we are ready to begin this effort.
- 10. Presentation of the new Redwood Coast tourism website (Information Item)**  
The website has been "soft-launched" while bugs are worked out. This preview will include the new "booking engine" to increase direct reservations with Humboldt properties.