

Humboldt Lodging Alliance

Meeting of the Board of Directors
WEDNESDAY JULY 21, 2021 10AM
ZOOM Meeting

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

- I. Welcome and Introductions.**
 - II. Agenda.** Recommended action. Approve/modify the following agenda for July 21, 2021.
 - III. March 2021 Board Minutes.** Recommended action. Approve/modify the board meeting minutes from March 25, 2021.
 - IV. Financial Statement.** Chris will present the TBID comparisons for 2019 vs 2020. Recommended action. Examine and approve of financials from March 2021 thru June 2021.
 - V. Report on the Board of Executive Committee actions.** Recommended action. Receive, report, ask questions and provide direction as appropriate.
 - A. As of April 7th, 2021 the Executive Committee agrees to write a letter to Humboldt County to request payment for the 4th quarter of 2020.
 - B. As of May 5th, 2021 the Executive Committee approves \$40,000 of funding to the Humboldt Del-Norte Film Commission with a unanimous vote.
 - C. As of June 16, 2021 the Executive Committee approves a budget of \$70,000 thru July 2022 for Richard Stenger's PR services.
 - VI. Board Election.** The Executive Committee approved the following slate of candidates at the June 16, 2021 meeting. Recommended action. Board approval of the slate of 2021-2022 candidates approved by the Executive Committee.
 - VII. Redwood Skywalk Update.** Chris will give an update on the Redwood Skywalk.
 - VIII. Director Reports.**
 - IX. Public Comment.**
- Adjourn.**