



HUMBOLDT LODGING ALLIANCE

BOARD OF DIRECTORS

Special Meeting

**THURSDAY, JULY 21, 2016, 11:00 AM to 1:00 PM
THE RED LION HOTEL, 1929 4TH ST, EUREKA, CALIFORNIA**

Agenda

This is a working session to develop the basic parameters for the renewal of the Humboldt County Tourism Business Improvement District. The decisions made will be reflected in the new Management District Plan which will be presented to the lodging industry for its approval when it votes on whether to renew the HCTBID.

Among the issues to be discussed and decided upon are:

1. For what term shall the renewed HCTBID be created?
2. Shall the assessment rate stay the same? (currently 2%)
3. Shall the Annual Service Plan be revised with a different allocation between Sales & Marketing (currently 67%) and Community Organizations (currently 25%)?
4. What other changes, if any, shall be made to the Management District Plan?