

AGENDA

HLA Executive Committee

Location: **Red Lion Hotel**
1929 Fourth Street
Eureka, CA

Time: **Wednesday, August 9, 2017**
12:00 noon to 2:00 pm

Members of the public may 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. MEETING MINUTES* Approve/comment on minutes of July meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Misfit Report*** (25 minutes)
Misfit will provide an in-person update on the 2017 campaign and preview of new campaign creative.
Recommended action: Receive update, discuss, and provide direction.
 2. **HLA Board Planning Retreat in September**
The Executive Committee has decreed a full board retreat in September, 2017 to set plans and guidelines for the renewed Humboldt County Tourism Business Improvement District. Recommended action: discuss and set date, location, general agenda and other details; direct staff accordingly.
 3. **HLA Fund Balances***
A new staff report (attached) details HLA fund balances as they stand at the end of FY 16-17, adding the anticipated funds in FY 17-18 using the new MDP distribution plan to project available funds for the coming year. Several budgeting decisions and policies are needed to finalize the official budget for this fiscal year.
Recommended action: discuss and direct staff.
 4. **Review July Financial Statement***
Recommended action: Receive report on July finances (draft statement attached) including Community Tourism fund activities, and direct staff accordingly.
 5. **Board Election—Fortuna**
In the recent HLA board election, Sherrie Larson was elected to represent the Best Western Country Inn in Fortuna. The property is under new ownership and Ms. Larson is no longer employed there. Shall the runner-up in Fortuna, Pritesh Patel, be appointed to the empty board seat? Recommended action: Discuss and direct staff.
 6. **Ongoing Projects & Old Business**
 - a. Social Media meeting--schedule
 - b. County of Humboldt Annual Report
7. DIRECTOR ANNOUNCEMENTS
8. PUBLIC COMMENT PERIOD
9. MEETING ADJOURNS