

**Minutes of the Executive Committee of the Humboldt Lodging Alliance meeting**  
**Wednesday July 10, 2013**  
**Red Lion Hotel, Eureka.**

Present: Marc Rowley, Mike Caldwell, Chris Ambrosini, Gary Stone, Jeff Durham, Donna Hufford (by telephone).

Staff: Tony Smithers

The meeting was called to order by Chairman Gary Stone at 2:08 pm. The minutes of the June committee meeting were examined and approved (Rowley/Caldwell/unanimous).

No changes were suggested for the agenda of the July meeting.

Under Old Business, Smithers presented a draft press release to publicize the Community Tourism Funding program. Several changes to the text were requested, and the press release was approved to be sent out as modified.

Next, the June Financial Statement was presented and discussed. Mr. Stone requested that if possible Keith Crossley from the accounting firm of Cunningham, Malone and Morton be present at the upcoming board meeting to answer any questions about the financial statement that may arise. With this, the statement was received and approved (Caldwell/Ambrosini/unanimous).

Next, the committee considered nominating an Executive Committee for the 2013-2014 year, with the slate to be presented to the board the following week:

- Marc Rowley nominated Jeff Durham as Chairman. Mr. Durham declined.
- Marc Rowley then nominated Chris Ambrosini as Chairman, Lowell Daniels as Chair-Elect, and Donna Hufford as Secretary-Treasurer.
- Mike Caldwell nominated Marc Rowley as Vice Chair and Raul Ainairdi as an at-large committee member.

The above nominations were all accepted and the slate was approved (Rowley/Caldwell/unanimous)

The committee then considered a funding request from the Humboldt-Del Norte film commission. The application was included in the committee packet, and it requested \$20,000 in funding to help the film commission cover ongoing operational costs. After staff recommended awarding the funds, film commissioner Cassandra Hesseltine spoke about the film commission's program and their impact on the lodging industry. She was supported by her board member, Don Banducci. In discussion, Jeff Durham said this was a great opportunity for the Lodging Alliance to support an organization that helps to fill beds. Various questions were asked of Ms. Hesseltine, and then Chris Ambrosini moved to fund the film commission with \$20,000, provided that an HLA board liaison be appointed to attend meetings of the film commission board. The motion was seconded by Mike Caldwell and approved unanimously.

Following this, the June 25 presentation by Catalyst Marketing was discussed, with different committee members sharing generally unfavorable impressions. Mike Caldwell made a motion to advise the Humboldt County Convention & Visitors Bureau not to pursue a relationship with Catalyst, seconded by Chris Ambrosini and approved unanimously. Staff was further advised to work to reduce the fee charged by Catalyst based on our dissatisfaction with their work.

Staff presented an alternative to using a full service advertising agency, what Smithers dubbed a “virtual agency” consisting of independent talent in design and creative, media planning and buying. He explained that this would give staff greater control as well as save significant dollars for the actual buying of media. A proposal had been received from the team of Fred Fortune (designer), Marci Fernandez (media planner) and John Poimiroo (consultant) that would be presented to the board of directors the following week. Preliminary designs were also being developed by this team to show how they would implement an advertising campaign for the Humboldt Lodging Alliance.

The Grand Jury report on the formation of the Humboldt County Tourism Business Improvement District had been received and staff was seeking guidance on the official HLA response. While there were many details in the report over which one could quibble, the committee decided to accept it as is and directed staff to draft a response saying that the HLA was open to the County’s guidance and looked forward to its assistance (Rowley/Caldwell/unanimous).

Marc Rowley then asked about getting an official opinion on whether the Humboldt Lodging Alliance is subject to the Brown Act. Staff undertook to research this question and report back.

Donna Hufford suggested that the committee uses Go to Meeting.com as a tool to attend meetings remotely. It is not known whether this would be in compliance with the Brown Act should it be determined that HLA must adhere to the act.

With no members of the public wishing to make any comments to the HLA Executive Committee, the meeting was adjourned at 4:00 pm.

Respectfully submitted by Tony Smithers.