

Humboldt Lodging Alliance

Meeting of the Board of Directors Minutes

WEDNESDAY DECEMBER 16, 2020 10AM

ZOOM Meeting

Present: Chris, Shailesh, Nil, Lowell, Alpesh, Chuck, Pritesh, Jeff, Marc, Gary, Mike

- I. **Call to Order.** Meeting is called to order by Chris at 10:15AM.
- II. **Agenda Approval.** The agenda for December 16, 2020 is reviewed and approved with a unanimous vote. (Marc/Jeff)
- III. **Board Minutes Approval.** Minutes from July 29, 2020 are reviewed and approved with a unanimous vote. (Jeff/Marc)
- IV. **Financial Statement.** The financial statements are reviewed. It's noted that the Fortuna summer season is up this year compared to last year. The group agrees that the financials will be reviewed again and approved in the upcoming Executive Committee meeting in January 2021.
- V. **Bylaws.** Chris explains that the bylaws were updated and motions for the Board to approve the finalized version. The new bylaws are approved with a unanimous vote. (Chris/Lowell)
- VI. **HLA/HCVB Tourism Marketing Collaboration.** Marc gives a report on the current status of HCVB and HLA. Negotiations between the Bureau and HLA are currently on hold. Marc discusses the internal restructuring that the Bureau is undergoing. Given the Bureau's current focus on their own funding and restructuring, negotiations with HLA are not their top priority. Marc says that the Bureau's goal at this point is to be a companion organization to HLA. Chuck says that HLA has to move forward with their own marketing initiatives rather than collaborating with the Bureau. Marc and Chris agree, saying that it's important for both organizations to keep their own autonomy. Chuck suggests a more informal relationship with the Bureau.
- VII. **Standing Tall Update.** Chuck asks if the group received the appropriate presentation materials for the Standing Tall update and the group confirms. Chuck discusses the current packages that are being advertised which highlight the county's redwoods, beaches, oyster farming, and natural social distancing. Chuck says that Ferndale and Fortuna packages are in progress - the campaign will continue with the county's other regions and roll out through the first half of next year. Chuck discusses the media plan performance provided by Misfit which shows that the Standing Tall Campaign is exceeding various benchmarks. Chuck says that Misfit will be providing HLA updated reporting for the media performance thru November at the end of this month, which will be presented at the next Executive Committee Meeting in January 2021. Chris asks about campaign budgeting and paid search thru December. Chuck confirms that the budget has covered paid search thru December. Chuck says that Misfit will present a social media plan for 2021.

- VIII. HLA Website.** Chuck discusses some possibilities for redesigning a new website. Currently, the website does not reflect the current Standing Tall campaign and still advertises Misfit's Follow the Magic campaign. Chuck proposes a redesign for the VisitHumboldt website that is both more modern and user friendly. In addition, Chuck suggests that the website should include seasonal highlights for each region in a day trip format. Chris recommends a committee to discuss logistics of a website redesign.
- IX. Redwood Sky Walk Update.** Gary gives a brief report on the Redwood Sky Walk and confirms the construction is almost complete. Gary will set up an informal meeting for the group to visit the Sky Walk on December 28, 2020.
- X. Northern Humboldt Board Member.** Chris says the Board has not been able to find a Northern Humboldt Representative since Donna Hufford resigned earlier this year. Chuck and Chris are still working on finding a member. Chris reminds the group that any candidate must represent a property in Northern Humboldt with at least 5 rooms and will be responsible for a large amount of funding available to that region. Chris says that if anyone has a lead to please contact himself or Chuck.
- XI. Quarterly Meeting Date.** Chris proposes the 2021 Board of Directors quarterly meetings to be held on the third Thursday of March, June, September and December at 10AM. The group approves the proposed dates.
- XII. Director Reports.** Jeff reports that Fortuna had a considerable amount of business and that he is currently working with the Fortuna Improvement District to promote Fortuna and its hotels.

Chris brings up an article from the Humboldt Film Commissions which reports that hotels and AirBnbs received \$750,000 this year in direct spending. Chris is unable to find out specifically which hotels have received business from the Humboldt Film Commission. Chuck says that he plans to have a meeting with the Film Commission to learn more about HLA's investment and how the commission is spending that funding. The group discussed if it's in HLA's best interest to fund the Film Commission moving forward.

Lowell raises a concern about the possibility of properties not paying their TBid tax. He asks if there is a way for HLA to provide oversight of properties which are supposed to be paying into the tax. Chuck says that Eureka, Arcata and Fortuna have denied giving information on properties who are not paying the Tbid tax. Mike notes if properties don't pay, there is a 10% penalty from the county. Chris says the county is waiving this penalty in response to the COVID pandemic which may dis-incentive properties to pay Tbid on time.

Marc reports that there is a plan to build a 1 mile hike trail along Willow Creek.

- XIII. Public Comment.** There is no public comment.

Adjournment at 11:42AM.