

Humboldt Lodging Alliance

Meeting of the Executive Committee Minutes

WEDNESDAY FEBRUARY 10, 2021 10AM

ZOOM MEETING

Present: Jeff, Lowell, Chris, Nil, Mike, Gary, John, Marc, Chuck

- I. **CALL TO ORDER.** Chris calls to order at 10:07
- II. **AGENDA APPROVAL:** The agenda for February, 10 2021 is reviewed and approved with a unanimous vote. (Marc/Jeff)
- III. **ACTION/DISCUSSION ITEMS**
 - a. **New Executive Committee Members:** Chris introduces Jeff Durham and Nil Patel. Jeff Durham and Nil Patel are approved as new Executive Committee Members with a unanimous vote. (Lowell/Chris)
 - b. **January Meeting Minutes:** The minutes from January, 13 2021 are reviewed and approved with a unanimous vote. (Lowell/Gary)
 - c. **Financials:** Chris confirms that the group has reviewed the financials, including the TBID collections comparison for 2019 vs 2020. John notes that the Southern County collected 52.6% of TBID taxes. Gary asks that Chuck analyze the TBID tax comparison and provide a report at the next Executive Committee meeting. The financials from January 2021 are reviewed and approved with a unanimous vote. (Jeff/Gary)
 - d. **HLA 2021 Marketing Budget:** Chuck presents a marketing budget proposal that includes the Misfit media buy, the Standing Tall campaign, and an HLA website redesign. Chuck proposes that LAT 40 Collective facilitates the production of the Standing Tall campaign through 2021 and a VisitHumboldt website redesign. A vote on the proposed marketing budget as presented was approved pending a contract that protects HLA as owner of all intellectual property. The motion is passed with 6 votes in favor and 2 opposed. (Chris/Jeff)
 - e. **Redwood Sky Walk Update:** The group briefly discusses their recent tour of the completed Redwood Sky Walk. Overall, the group agrees it's a great asset for the county.
- IV. **Committee Reports:**
 - a. Update on HLA/Bureau Alliance
 - i. Marc gave a report on the current standing of the Bureau. The Bureau is still in the process of securing funding for itself. The group briefly discusses the Humboldt County Growers Alliance recent letter to the county's Board of Supervisors which referenced HLA. The committee decides to write a formal statement to address concerns regarding HLA's funding and management. Chris, Marc, Jeff, and Chuck are appointed as a committee to collaborate on the letter.

- b. Update on Bylaws committee
 - i. Chris confirms that the Board has approved the updated bylaws and that no members reached out to dispute the updates. Chuck confirms that the updated bylaws will be posted on HLA's website.
- 1) Director Reports: No director reports.
 - 2) Public Comment Period: Richard Stenger says that Jennifer Eddy has a media kit for the Redwood Sky Walk.

Meeting adjourned at 11:50AM