

AGENDA

HLA Executive Committee

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

Time: **Wednesday, December 9, 2015**
12:00 noon to 2:00 pm **PLEASE NOTE NEW TIME**

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 November meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Humboldt Steelhead Days**

Representatives from Humboldt Steelhead Days and their marketing team will provide a progress report on the 2016 event being sponsored by HLA. Recommended action: Receive report, ask questions and provide direction.
 2. **2016 Campaign Proposal***

Review and discussion of the 2016 Campaign Proposal by the Misfit Agency. Recommended action: Provide item-by-item consideration of the campaign elements and develop feedback for Misfit. Discuss campaign budget and overall strategy for Follow the Magic & Humboldt brand.
 3. **January Board Retreat**

An HLA board retreat has been scheduled for January 13, 2016 at the Victorian Inn in Ferndale. Recommended action: Discuss and develop retreat agenda and procedure; consider engaging a retreat facilitator; consider making the retreat an official HLA board meeting, and direct staff accordingly.
 4. **Review November Financial Statement***

Recommended action: Receive report on November finances including Community Tourism fund activities, and direct staff accordingly.
 5. **Ongoing Projects**
 - Airbnb etc.
 - HCTBID Renewal
 - Destination Photography
 - Four Seasons of Humboldt Video
 - Community Tourism Projects
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS