

AGENDA

Humboldt Lodging Alliance

Executive Committee Monthly Meeting

Location: Evergreen Room, Red Lion Hotel, 1929 4th Street, Eureka CA 95501

Date: Wednesday, June 12, 2013

Time: 2:00 pm to 4:00 pm

Members of the public are welcome to attend and address the HLA Executive Committee on any business item on this agenda. Non-agenda items may be addressed during the public comment period, and speakers are limited to three minutes.

I. CALL TO ORDER

II. ROLL CALL

- Gary Stone, Chairman
- Chris Ambrosini, Chair Elect
- Lowell Daniels, Vice Chair
- Jeff Durham, Secretary/Treasurer
- Donna Hufford, Director
- John Porter, Director
- Marc Rowley, Director
- Mike Caldwell, Director

III. MAY MEETING MINUTES

Recommendation: Approve/comment on last month's minutes

IV. AGENDA APPROVAL

Approve/modify the following agenda for June 2013

V. OLD BUSINESS

1. Humboldt Bay Tourism Center
2. Catalyst research and marketing recommendations

VI. ACTION ITEMS

1. Review May Financial Statement

Recommended action: Receive report on May finances and direct staff accordingly.

2. 2013 HLA Board Elections

Recommended action: Discuss schedule and method of board nominations and election by HLA membership. Direct staff accordingly.

3. Community Tourism Projects

Recommended action: Receive report on recent funding requests; review community fund balances; review outreach/publicity for the program, and direct staff accordingly.

4. Marketing Plan for FY 2013-2014

Discuss overall approach and strategy for development of an integrated marketing plan with HCCVB, and direct staff accordingly.

5. HLA July Board Meeting

Set date and select venue for July Board meeting

VII. PUBLIC COMMENT PERIOD

VIII. MEETING ADJOURNS