

**Minutes of the Board of Directors of the Humboldt Lodging Alliance meeting
Wednesday, November 7, 2012
Adorni Center, Eureka California**

Present: Shailesh Patel, Alex Stillman, Lowell Daniels, Raul Ainardi, Jeff Durham, Donna Hufford, Chris Ambrosini, Mike Caldwell, Gary Stone, John Porter

Staff: Tony Smithers

Absent: Jayshree Patel, Diane Cutshall, Marc Rowley, Jim Johnson, Mike Morgan, Bob Gafford, Jesse Waldon, Pritesh Patel, Emily Manfredonia

The meeting was called to order at 2:08 pm. The main purpose of this meeting, as stated on the agenda, was to brainstorm marketing ideas. Therefore, these minutes will have less of a narrative and more detail on individual ideas that were presented.

The minutes of the previous board meeting were examined and approved without revision (Porter/Daniels/unanimous).

There were no items of Old Business

There was no public comment presented

MARKETING IDEAS

1. In looking for outside agencies to work with, consider Yessavich Partners
2. We need to do some research and development on concierge services—what is offered elsewhere and how; what are the technological solutions?
3. Potential of a concierge kiosk system—we could use our current database and design a simpler, graphic interface for it so that it could be used as the basis for a visitor information kiosk. (especially links to current events and activities).
4. Focus on mobile solutions for visitor information—that's what it is all about now
5. Investigate electronic billboards for advertising
6. Look into a countywide event calendar—perhaps an event coordinator could also maintain this calendar.
7. Consider publishing an in-room visitor guide with no advertising
8. Consider producing videos for in-room presentation
9. Our current tear-off map is a popular publication, but it is too crowded. Consider different thematic and regional versions of this map.
10. The board members were unaware that HCCVB already maintains active Facebook and Twitter feeds. They will subscribe and monitor these channels.
11. We need to convey a sense of place through our social media channels..
12. Look at Mendocino County for an example of good event promotion.

With no further time, the meeting was adjourned at 4:00 pm. Respectfully submitted by Tony Smithers