

Minutes of the Board of Directors of the Humboldt Lodging Alliance, meeting on Wednesday, August 29, 2018 at the Holiday Inn Express Hotel, Eureka, California

Present: Shailesh Patel, Zach Wenger, Chris Ambrosini, Lowell Daniels, John Porter, Gary Stone, Ken Galarowicz, Nil Patel, Reid Kitchen, Donna Hufford, Mike Reinman, Kelly Martin, Tony Smithers

Guest: Matt Kolbert

The meeting was called to order at 12:05 by board president Chris Ambrosini.

Under Approval of Agenda, Shailesh Patel moved to table item #8, HLA Bylaw Changes, to a future meeting. This was seconded by John Porter and unanimously approved. With this change, the agenda for the August 29 meeting was approved (Hufford/Stone/unanimous).

The minutes for the April, 2018 meeting were examined and approved (Porter/Wenger/unanimous).

The results of the 2018 board election were announced, including:

- Mike Reinman was elected to the board representing Arcata.
- Reid Kitchen was elected to the board representing Trinidad.
- Ken Galarowicz, Jayshree Patel and Gary Stone were re-elected representing Eureka.
- Lowell Daniels was re-elected representing Ferndale.
- Jeff Durham was re-elected representing Fortuna.
- Marc Rowley was re-elected representing Eastern Humboldt.
- John Porter and Mike Caldwell were re-elected representing Southern Humboldt.

Following this, a vacant board seat was announced following the departure of Lisa Cosoletto representing Arcata. Lowell Daniels moved to appoint Shailesh Patel to this seat, seconded by John Porter, and the motion passed.

The proposed slate of HLA officers/Executive committee was then presented to the board and approved as presented (Hufford/N. Patel/unanimous):

- Chairman: Chris Ambrosini, BW Plus Humboldt Bay Inn
- Chair Elect: Lowell Daniels, Victorian Inn
- Vice-Chair: John Porter, Benbow Inn
- Secretary-Treasurer: Marc Rowley, Coho Cottages
- At-large: Ken Galarowicz, Red Lion Hotel
- At-large: Gary Stone, BW Plus Humboldt Bay Inn
- At-large: Shailesh Patel, Hampton Inn & Suites
- At-large: Mike Caldwell, Inn of the Lost Coast
- At-large: Donna Hufford, Elk Meadow Cabins

Matt Kolbert then took the stage to present a campaign report, noting that he was focusing this report on creative and would address campaign metrics at his next HLA appearance. A new TV spot was unveiled, and Kolbert announced that three new "location featurettes" had been produced (Lady Bird Johnson Grove, Fern Canyon, and Redwood National Park).

The new website was then previewed. Kolbert said he would be seeking review and approval of regional information by the appropriate board members, and that establishments would be invited to submit content to the website. The project direction and basic design was approved by the board (Daniels/Porter/unanimous).

A report of Executive Committee actions in May, June, July and August was then provided to the board.

The Save-the-Redwoods League Centennial Celebration was discussed and board members reserved seats at the HLA table.

The financial statement for July, 2018 was examined and approved (Porter/Daniels/unanimous), with Lowell Daniels requesting a format which provides more details about HLA expenditures.

Under Director Reports:

- John Porter said Reggae on the River attendance was down considerably.
- Reid Kitchen said he was excited to be on the HLA board.
- Lowell Daniels announced that the Ferndale Concours on Main was two weeks away.
- Donna Hufford was expecting to see more visitors with the RNP anniversary.
- Mike Reinman suggested adding another board member for Northern Humboldt.

With no further business, the meeting adjourned at 2:15 pm.

Respectfully submitted by Tony Smithers