

Minutes of the Executive Committee of the Humboldt Lodging Alliance
Wednesday, February 11, 2015
Red Lion Hotel, Eureka, California

Present: Chris Ambrosini, Gary Stone, Mike Caldwell, Marc Rowley, Donna Hufford, Brad Laws, Tony Smithers

The meeting was called to order at 1:07 pm by Chris Ambrosini, board chair.

The minutes of the last meeting were examined and approved (Rowley/Caldwell/unanimous).

The current meeting's agenda was then approved without deletions or changes.

The financial statement for January, 2015 was presented and approved. Mr. Smithers informed the committee that since the statement was prepared, he had deposited assessment checks from the City of Ferndale (\$10,501) and City of Fortuna (\$19,219).

In discussing HLA finances, Marc Rowley expressed his concern over vacation homes in Willow Creek complying with bed tax and assessment collections. Mike Caldwell expressed a similar concern in Shelter Cove. Gary Stone suggested that a sticker or decal could be developed along the lines of "An official Humboldt Lodging Alliance Property" to signify that the lodging was operating legally. The board directed staff to put this issue on a future agenda for further discussion and possible action.

Also under the topic of finances, the first monthly invoice received from Misfit agency was examined and approved. It was understood that future invoices would be approved by the Agency Committee and countersigned by board chair Chris Ambrosini.

Next, the Agency Committee gave a report, detailing their recent conference call with Misfit. Gary Stone said that the committee had rejected the agency's first attempts at a logo because they were too hard to read. He also explained how the logo/branding will make the word "Humboldt" prominent and that "Redwood Coast" would be subordinate.

Next on the agenda was consideration of the destination photography project with Gary Todoroff of North Coast Photos. At the end of the board meeting in January, several board members expressed dissatisfaction with the results of the project, and the committee discussed the issue in depth. Mike Caldwell said that he was in favor of suspending the project while the problems were addressed and worked out. Gary Stone advised continuing the photo shoots, but to put Mr. Todoroff under the direction and guidance of the Misfit agency, and/or use videographer Malcolm deSoto as a director for the still photography. Marc Rowley said that the agency should be asked to review the body of work and render an opinion before a decision was made, to which Gary Stone agreed and added that HLA should try to get credit for incompleting or unsatisfactory work under the contract. Chris Ambrosini agreed to sit and talk with Mr. Todoroff and bring these concerns to his attention, before the current invoices are paid.

The 2015 Spring campaign launch party was then addressed, with some concern expressed over the Carson Mansion's capacity. The Agency Committee was asked to inquire about the invitations at its conference call scheduled for the coming Friday. The question of whether the invitations should include "and guest" was debated, without clear resolution.

In Public Comment, Nicole Genaro and Diana Rios from Fortuna spoke about their goal of bringing an ice-skating rink to Fortuna over the holidays, and that they would be approaching the Humboldt Lodging Alliance for support in the near future.

Finally, the committee discussed the Redwood EdVentures Quest program funding request. Chris Ambrosini said that he likes the program but wasn't sure the HLA should be helping to fund it, or what segment of the HLA was an appropriate sponsor. Without taking action, the committee tabled this issue to await more information and to discuss at a future meeting.

With no further time, the meeting was adjourned at 3:15 pm.

Respectfully submitted by Tony Smithers