

Humboldt Lodging Alliance

Executive Committee Meeting Minutes August 12, 2020 Zoom Conference

Present: Chris Ambrosini, Gary Stone, John Porter, Lowell Daniels, Mike Caldwell, Shailesh Patel, Nil Patel, Jeff Durham. Marc Rowley

- 1) meeting called to order at 10am via Zoom
- 2) agenda approved John/Lowell
- 3) June meeting minutes approved Mike/John
- 4) Financials approved Lowell/Gary

- 5) Chris led a discussion on executive committee nominations. Committee voted to approve Jeff Durham and Nil Patel as committee members contingent on updating the Bylaws to allow for 8 or more committee members from 7 as written in the bylaws. Gary/Marc

- 6) A committee of Chris, Mike, and Chuck was proposed to update the bylaws and approved. Lowell/ John

- 7) The date of July 29,2020 was voted and approved for the next HLA board meeting. Meeting was adjourned. Lowell/John

- 8) Chris and Chuck gave an update on selecting a board member from HLA North: Katrina Sepulveda of the Holiday Inn Express in McKinleyville declined. The possibility of Justin Legge of Elk Mountain Cabins being on the board was discussed. It was agreed that the search for an HLA North representative will continue.

- 9) Chuck gave an update on the Standing Tall campaign that included the latest segment featuring Redwoods.

- 10) A discussion on suspending advertising due to hotels being currently full. It was agreed and voted on to suspend. Gary/Lowell

meeting adjourned