

HLA Executive Committee Meeting Agenda

Location: **Zoom meeting**

Date: **July 8,2020**

Time : **Noon to 2pm**

Members of the public may address the HLA Executive Committee on any agenda item. Non-Agenda items may be addressed during the public comment period. Speakers are limited to 3 minutes.

- I. CALL TO ORDER
- II. AGENDA APPROVAL: Approve/modify the following agenda
- III. ACTION/DISCUSSION ITEMS

1. June Meeting Minutes: Recommended action: Examine and then approve/modify the minutes of June meeting

2) Financials: Recommended action: approval of July Financials

3) Board seat nominations. The HLA nomination committee approved candidates for board seats. A nomination letter went out in late June. HLA members had 30 days to respond. No further nominations were requested within the 30 day period by any member. Recommended action: Board Secretary (Marc Rowley) cast a unanimous ballot for the date of officers presented by the nominating committee.

4) Board vacancies and exec. committee consideration. Discussion on nominations for the seat left vacant by Donna Hufford. Additionally, Fortuna board member Jeff Durham has asked to be considered for a seat on the executive committee. Recommended Action: discussion.

5) HLA Board meeting. Recommended action: select a date for the next HLA Board meeting.

6) Media plan discussion: When should HLA launch the Standing Tall campaign? Recommended action: discuss and approve a start date.

7) Social Media. As part of our 2020 marketing plan, Chuck would like to discuss hiring a social media coordinator. This person would post and engage daily on Instagram and Facebook for *Visit Humboldt*. Chuck will report on acquiring the necessary rights on those accounts. Recommended Action: Discussion of budget and approval of budget for hiring a social media coordinator.

IV. DIRECTOR REPORTS
V. PUBLIC COMMENT PERIOD

Adjournment.