

# AGENDA

## Humboldt Lodging Alliance Board of Directors Quarterly Meeting

Location: Red Lion Hotel, 1929 4<sup>th</sup> St., Eureka CA  
Date: Wednesday, March 13, 2013  
Time: 2:00 pm to 4:00 pm, refreshments served

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period, and speakers are limited to three minutes.

### I. CALL TO ORDER

### II. ROLL CALL

<input type="checkbox"/> Gary Stone, Board Chair	<input type="checkbox"/> Shailesh Patel, Director
<input type="checkbox"/> Chris Ambrosini, Chair Elect	<input type="checkbox"/> Jayshree Patel, Director
<input type="checkbox"/> Lowell Daniels, Vice Chair	<input type="checkbox"/> Alex Stillman, Director
<input type="checkbox"/> Jeff Durham, Secretary/Treasurer	<input type="checkbox"/> Raul Ainardi, Director
<input type="checkbox"/> Donna Hufford, Director	<input type="checkbox"/> Bob Gafford, Director
<input type="checkbox"/> John Porter, Director	<input type="checkbox"/> Pritesh Patel, Director
<input type="checkbox"/> Marc Rowley, Director	<input type="checkbox"/> Mike Morgan, Director
<input type="checkbox"/> Mike Caldwell, Director	<input type="checkbox"/> Jim Johnson, Director
<input type="checkbox"/> Diane Cutshall, Director	<input type="checkbox"/> Jesse Waldon, Director
<input type="checkbox"/> Emily Manfredonia, Director	

### III. NOVEMBER MEETING MINUTES

Recommendation: Approve/comment on last meeting's minutes

### IV. AGENDA APPROVAL

Approve/modify the following agenda for March 2013

### V. OLD BUSINESS

No items of old business have been listed

### VI. ACTION ITEMS

These items are for discussion and possible action by the board of directors

#### **1. Review of February Financial Statement.\***

Recommendation: Receive report on February finances, and direct staff accordingly.

**2. Community Funding Program\***

Recommendation: Finalize application/procedure for Community Tourism Projects; plan for launch of program and direct staff accordingly.

**3. Meet Catalyst Marketing\***

Recommendation: Participate in the “discovery” meeting with Catalyst Marketing, who have been retained for market research, brand development and marketing strategies. NOTE: Board members of the Humboldt County Convention & Visitors Bureau have been invited to attend and participate in the discovery meeting along with HLA board members.

VII. PUBLIC COMMENT PERIOD

VIII. ADJOURNMENT OF MEETING