

AGENDA

HLA Executive Committee

Location: **Red Lion Hotel, 1929 4th St, Eureka, California**

Date: **Wednesday, August 13, 2014**

Time: **1:00 pm to 3:00 pm**

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

- I. CALL TO ORDER & ROLL CALL
- II. JULY MEETING MINUTES Approve/comment on last meeting's minutes
- III. AGENDA APPROVAL Approve/modify the following agenda for August 2014
- IV. ACTION ITEMS
 1. **Unfinished Business**
 - Film Commission Payment
 - 2014-2015 Meeting Locations
 2. **Review July Financial Statement and 2014-2015 Budget**

Recommended action: Receive report on July finances, review budget, and direct staff accordingly.
 3. **Marketing Agency Presentation (45 minutes)**

Margo Robinson, Julie Amos and Sonny Mayugba from Augustine Ideas, a Sacramento-area marketing agency, will give an overview of their agency's capabilities and destination marketing experience, to be followed by a question-and-answer session. This is a "get to know you" opportunity to see whether we want to further explore working together. Recommended action: Receive presentation; ask questions.
 4. **Grand Jury Report**

The 2013-2014 Grand Jury had further recommendations for the Humboldt Lodging Alliance.
Recommended action: Discuss and direct staff accordingly.
 5. **Request for use of HLA video footage**

Six Rivers Rafting Company, which provided staff, boats and no-cost assistance to the HLA's video production team, has requested permission to use this whitewater rafting footage for their company's own marketing and PR. Recommended action: Grant permission with stipulation that HLA be credited and linked when appropriate, and direct staff accordingly.
 6. **2014-2015 Annual Report**

The HLA is required by its bylaws and County contract to issue an annual report of activities and finances. Recommended action: Approve draft outline of 2014-2015 Annual Report and direct staff accordingly.
 7. **Executive Committee Reports**

At his or her option, each committee member can report on recent activities, issues and ideas for future consideration by the committee or board.
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS