

**Humboldt Lodging Alliance**  
Meeting of the Board of Directors  
Wednesday July 29, 2020  
Zoom meeting

**1) Welcome and Introductions**

**2) Agenda.** Approve/modify the following agenda for Wednesday, July 29, 2020

**3) Board Minutes from Dec. 11, 2019.** Requested action: Approve board meeting minutes.

**4) Financial Statement.** Receive report on HLA 2020 financials and Community Funding Opportunity Marketing Funds through June 2020.

**5) 2020/2021 Board Election Results.** Requested action: Welcome new Board members.

**6) Board additions:** Donna Hufford has stepped down as a director in HLA North.  
Requested action: Vote and approve Katrina Sepulveda, GM of Holiday Inn Express in McKinleyville, to replace Donna on the board.

**6) Executive Committee Slate.** Requested action: Discussion on appointing new executive committee members.

**7) Report to the Board of Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.

a) As of January 1, 2020 properties with less than 5 units in Humboldt County are no longer paying 2% in TBID collections and are no longer members of HLA. Chris will give report

c) February 12,2020. Voted and approved the hiring of consultant Chuck Leishman on an independent contractor agreement. Chuck will give a report.

d) April 8, Voted and approved unanimously a post pandemic ad campaign presented by Chuck. The campaign focuses on the natural attractions and beauty of our area. Whenever possible the campaign will feature local people who perform services that appeal to the visitor. The campaign consists of photography and video of the county and will consist of vignettes (segments) that will be made into 15 and 30 second spots, along with digital display ads. The cost of the creative materials will be \$15,000. Chuck will work with a team of local professionals on creative. The committee unanimously approved moving forward with the campaign.

e) May 6, The exec comm. appointed a special committee of Chris, Marc, and John to explore a possible merger with the Bureau, The idea would be for HLA to work with the county to create a

new organization that is facilitated by HLA with a funding stream from the TBID and county funds to form a stronger and more effective effort county wide for tourism marketing. Chuck will work with Julie Benbow from the bureau to create an outline for this new organization and present it to the executive committee. Formation of the committee was approved.

f) May 6, Chris led a discussion on suspending event and organizational funding for a minimum of 6 months due to the pandemic and reduced TBID funding. the motion was voted on and approved.

g) June 6, a budget of \$500- \$700 per month was voted on and approved to hire a social media coordinator to post and engage on the Visit Humboldt Facebook and Instagram pages.

**8) Director Reports.** All HLA directors are encouraged to report on relevant activities.

**9) Public Comment.** Members of the public may address the board on topics not included in the agenda

**10) Adjourn**