

Minutes of the Executive Committee of the Humboldt Lodging Alliance, meeting Wednesday, March 8, 2017 at the Red Lion Hotel, Eureka, California

Present: Donna Hufford, Cari Shafer, Chris Ambrosini, Gary Stone, Shailesh Patel, Lowell Daniels, Tony Smithers

Guest: Matt Kolbert

The meeting was called to order at 12:09 by Chris Ambrosini.

The minutes of the February meeting were examined and approved (Shafer/Hufford/unanimous).

The agenda for March was approved with the following change: Items #2 and #3 were switched on the agenda (Shafer/Stone/unanimous).

The first item of business was a presentation and funding request from members of the Kinetic Universe board of directors, including Chris Boyle, "Blaze," and "Thalon." Mr. Boyle told the committee that the Kinetic Sculpture Race, now in its 48th year, was a good partner for the Humboldt Lodging Alliance. He said that the race had brought national and international attention to Humboldt County. Their funding request for \$34,650 was all about "Getting the word out" he said. The Kinetic Board was working on both the 2017 race, and on building attendance at their museum facility, and the requested funding would go toward both. Chris Ambrosini and Gary Stone both asked the presenters questions on their plans, how the funds would be used, and about other past and future sponsorships.

No action was taken on this item and the presenters were thanked for appearing.

Next, Matt Kolbert of the Misfit Agency addressed the committee and specifically focused on the "Destination Videos" that the agency had created for the Lodging Alliance. All three of the videos were shown to the committee and many comments and questions were raised. Some of these were factual issues—such as "there are no tidepools at Agate Beach," while others addressed the overall feel and purpose of the videos. The committee directed that the agency subcommittee (Gary Stone and Mike Caldwell) would follow up with the agency to provide more feedback and direction.

Representing the Eureka-Humboldt Visitors Bureau, Tony Smithers then requested HLA support for the renewal of the Hospitality Training Program in 2017. He gave a brief overview of the 2016 program, also funded by the HLA, and of the lessons learned and changes planned in 2017. As before, the bureau was seeking sponsorships of the hard costs incurred in the program, and would submit the total at the end of the training, in no case would exceed \$15,000, he said. The request was approved (Hufford/Shafer/unanimous), with Gary Stone requesting that a breakdown of the participants and their function (front desk, retail, etc.) be provided at the end of the program.

The financial statement for February, 2017 was then approved (Shafer/Stone/unanimous).

With no further business, the meeting adjourned at 2:00 pm.

Respectfully submitted by Tony Smithers