

**Minutes of the Executive Committee of the Humboldt Lodging Alliance**  
**Wednesday, May 21, 2014**  
**Red Lion Hotel, Eureka, California**

Present: Marc Rowley, Gary Stone, Chris Ambrosini, Raul Ainardi, Mike Caldwell, Donna Hufford, John Porter, Tony Smithers

The meeting was called to order at 1:59 pm, and began with the review and approval of the April meeting minutes without change (Rowley/Caldwell/unanimous).

The motion was then made and passed to move the Executive Committee reports up in the agenda to give Marc Rowley time to report before leaving the meeting (Hufford/Stone/unanimous).

Under Unfinished Business, the destination video project was first discussed. Raul Ainardi announced that he would no longer be on the video committee because he is leaving the Red Lion and moving from Humboldt. The committee then discussed the inclusion of iconic businesses in the Runaway Kite video, confirming that they could be included but that they would have to make separate arrangements with the video team for any extensive video coverage of their business.

The HLA marketing manager position was being advertised on Craigslist and the WACVB website, Tony Smithers reported. Gary Stone requested adding a listing on Monster.com, and asked to be sent the job description.

Next, the April financial statement, including Community Funding project report, was presented and accepted without change. On this topic, Smithers requested permission to add accountant Ron Malone to have "look-see" authority for the account online, which was granted. As the Community Funding report was reviewed, Chris Ambrosini asked whether the HLA should advertise the availability of community tourism funds. Raul Ainardi suggested that the different committees should target projects that they want done in their communities, then find partners to help implement. Gary Stone suggested contacting HLA assessed businesses with a statement reminding them of the community tourism funds and encouraging their involvement.

A letter to the HLA membership encouraging board nominations was then examined and approved for mailing (Caldwell/Rowley/unanimous). Donna Hufford then nominated Mike Reinman of Redwood Coast Vacation Rentals to run for a board seat. Hufford was then added to the board nomination committee (with Chris Ambrosini).

Next the committee considered the funding request for 2014-2015 received from the Humboldt-Del Norte Film Commission, in the amount of \$20,000. John Porter said that the funding agreement needs to specify deliverables including better listings and links for lodging on the film commission website, and public recognition of the HLA's support of the commission. Gary Stone volunteered to serve as the board liaison to the film commission board. With these stipulations, to be clarified in the funding agreement letter, the request was granted (Ainardi/Rowley/unanimous).

Next, Marc Rowley gave his Executive Committee report, giving details of a request made to the Visitors Bureau by County and City elected officials for the tourism industry to fund the “airline revenue guarantee” needed to attract another air carrier to Humboldt County. Rowley reported that the Visitors Bureau Executive Committee had discussed the request and was researching options and possible negotiations.

Next the committee considered a request from the Humboldt Del Norte film commission for the HLA to issue a letter of support for Assembly Bill 1839, the California Film & Television Job Retention and Promotion Act. The committee agreed to issue said letter (Porter/Caldwell/unanimous)

The next item on the agenda was consideration of a proposal received from Gary Todoroff to provide a destination photography library to the Humboldt Lodging Alliance. The proposal, which had previously been approved by the HLA board of directors in a non-binding vote, included new photography as well as licensed access to Todoroff’s large photo library of Humboldt County images. After discussion, the proposal was approved (Caldwell/Ainardi/unanimous).

Next—a request for the HLA to issue a letter of support for the Redwood Empire Excursion Train was discussed and approved (Stone/Ainardi/unanimous).

Next on the agenda the committee considered purchasing an ad in the In-room guide being produced by 101 Things to Do publications. According to their president Gregg Gardiner, the HLA ad revenue of \$6,000 would be used to add complete, county-wide visitor information to the guides distributed throughout the county. With the caveat that the Executive Committee shall approve the ad design, the motion carried (Hufford/Ainardi/unanimous).

The committee then considered a funding request received from The Ink People to do outside the area advertising for the North Coast Open Studios event. The request for \$1,500 was approved (Ambrosini/Hufford/unanimous)

In Executive Committee report, Donna Hufford reported on the Holiday Inn Express being constructed at the Klamath River in Del Norte County; Raul Ainardi announced that the new GM at the Red Lion would be Brad Laws; Mike Caldwell said that the use of the billboard in Redway had been acquired and that they were looking at other locations (and that whales were passing by Shelter Cove daily), while Chris Ambrosini said that Eureka was preparing to receive the Kinetic Sculpture Race.

With no further time, the meeting adjourned at 4:00 pm.

Respectfully submitted by Tony Smithers.