

Minutes of the Board of Directors of the Humboldt Lodging Alliance, meeting Thursday, July 28, 2016 at the Red Lion Hotel, Eureka, California

Present: Lisa Cosoletto, Sherrie Larson, Mark Carter, Shailesh Patel, Chris Ambrosini, Mike Reinman, Lowell Daniels, Diane Cutshall

Staff: Tony Smithers

Guest: Nichole Farley

The meeting was called to order by Chris Ambrosini at 12:05 pm. The first order of business was presentation of a proposed slate of board officers for the board's approval. This slate as presented kept the exact same board members in their current positions, with Chris Ambrosini as board chair. Lowell Daniels moved to accept this slate of officers, Diane Cutshall seconded, and the motion passed unanimously.

The agenda for the July meeting was approved as presented (Reinman/Cosoletto/unanimous).

The minutes of the May 3, 2016 board meeting were examined and approved (Daniels/Patel/unanimous).

Next, the special board meeting of July 21, held to address specific issues involved with renewal of the Humboldt County Tourism Business Improvement District, was reported and the minutes approved (Patel/Larson/unanimous). This meeting addressed different scenarios for division of assessment revenues, the term of the renewed district, engagement of Civitas for renewal consulting, and the assessment rate. These items were decided upon and direction subsequently given to Civitas for incorporation in the Management District Plan.

Nichole Farley of Civitas Advisors (who took time away from her North Coast camping vacation to address the board) then advised the board on the district renewal process and schedule. She reviewed various elements of the Management District Plan that would be updated as the new service plan was developed. Board members inquired about a reduction in the scope of services so that Civitas' fee could be reduced; she replied that costs could best be contained by limiting travel for the renewal process. There was also some explanation given about Proposition 26 and its impact on special assessment districts, and specifically the pending lawsuit in San Diego. Farley outlined the core issue of specific versus general benefits for assessed businesses, and assured the board that Civitas is all over this topic. Chris Ambrosini thanked her for attending and said that he would sign the letter of engagement.

Next, a report was given to the board of Executive Committee actions taken in the past quarter. These including funding of the Humboldt Botanical Gardens for marketing, and finalization of the destination photo library created by Gary Todoroff. These images were to be included with the campaign elements website maintained by Civitas, and access information communicated to assessed businesses. Funding had also been provided for the Concours d'Elegance motor car show in Ferndale.

Tony Smithers provided the Financial Report and Community Funding Status Report for June, 2016, which reports were accepted as presented.

Under Directors' Reports:

- Arcata's North Country Fair, which will feature musician Matthew Cook, was announced.
- Mike Reinman reported on growing anti-tourism sentiments in Trinidad (including in City government), as well as the possible building of a hotel by Cher Ae Heights Casino.
- The Motorcycle Envy show, funded by the HLA Eureka Committee, was announced.
- Shailesh Patel reported a meeting with the Timber Heritage Association regarding their plans for a Humboldt Bay Excursion Train. He requested that they be invited to a coming meeting to share their plans, ideas, and support needs with HLA board members.
- Sherrie Larson announced the 2016 Hops In Humboldt Event, again supported by the HLA Fortuna Committee.

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

Respectfully submitted by Tony Smithers