

**Minutes of the Executive Committee of the Humboldt Lodging Alliance meeting**  
**Wednesday, August 14, 2013**  
**Red Lion Hotel, Eureka, California**

Present: Gary Stone, Chris Ambrosini, Raul Ainardi, Donna Hufford, Mike Caldwell. Staff: Tony Smithers  
The meeting was called to order at 2:04 pm.

The minutes of the July meeting were discussed and approved (Caldwell/Hufford/unanimous). The discussion included reiteration of Brown Act requirements for meetings of the Humboldt Lodging Alliance, such as the fact that in order for a board member to participate by telephone, the meeting would need to be publicly posted (noticed) at the remote meeting location.

The agenda for the August meeting was examined and approved as submitted and noticed (Stone/Caldwell/unanimous).

Under old business, the committee considered a proposal received from the North Coast Journal for advertising within the Humboldt Bay Tourism Center in Old Town Eureka. After discussion, the committee decided to reject this proposal (Stone/Ainardi/unanimous).

Also under old business, the committee examined a letter prepared by staff to memorialize its decision (July, 2013) to grant \$20,000 to the Humboldt-Del Norte Film Commission. The letter was approved and the funds released (Hufford/Stone/unanimous) and it was decided to wait until the October meeting of the full board of directors to appoint a liaison to the Film Commission board of directors.

Next, the July financial statement was examined and approved (Caldwell/Hufford/unanimous). In discussion, the need for line items to track ongoing fund balances was identified. Donna Hufford agreed to meet with staff (Tony Smithers) and Keith Crossley from the accounting firm of Cunningham, Malone and Morton to discuss these adjustments to the monthly statement.

Next, the committee considered an application for funding from KINS radio for a campaign to promote local events and attractions to listeners. Representatives from KINS were present to explain their ideas and answer questions. After much discussion, Mike Caldwell made a motion to table this application for future consideration. The motion was seconded by Gary Stone and passed unanimously.

Next, staff shared some of the creative elements in development for the fall advertising campaign, including print ads and a special website at [www.redwoodcoast.com](http://www.redwoodcoast.com). The committee recommended that a map to help locate Humboldt County be added, as well as a map under the "towns" tab to help locate communities and attractions within Humboldt County.

Finally, several checks to pre-pay campaign expenses were ready and were approved for President Chris Ambrosini to countersign. The committee directed that future checks within the approved campaign budget would not require special committee approval as long as they are countersigned.

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

Respectfully submitted by Tony Smithers