

# HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS  
TUESDAY, MAY 3, 2016, 12:00-2:00 PM  
THE RED LION HOTEL, 1929 4<sup>TH</sup> ST, EUREKA, CALIFORNIA

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

## Agenda

1. **Welcome and Introductions**
2. **Agenda Approval.** Approve/modify the following agenda for April 2016.
3. **October 2015 Board Minutes\*** Requested Action: Approve the October 2015 Board Minutes. (Please note: the January 2016 board meeting was replaced by a board retreat).
4. **Misfit Campaign Report** by Matt Kolbert, including website launch, front desk kit, TV ads and other campaign advertising. Recommended action: Receive report, discuss and provide direction.
5. **Humboldt Del Norte Film Commission.** Annual presentation and funding request. Recommended action: receive report and decide on funding request.
6. **Report to the board of Executive Committee actions:**
  - Engagement letter with Civitas
  - Funding of hospitality training\*
  - County letter supporting vacation rental regulation\*
  - Appointment of Cari Shafer to board and Executive Committee
  - Results of Humboldt Steelhead Days funding
7. **2016 HLA board elections.** Recommended action: receive report on election procedure and direct staff accordingly.
8. **HCTBID renewal**—Recommended action: discuss schedule and procedure for district renewal; develop questions and plans for upcoming meeting with Civitas, and direct staff accordingly.
9. **Financial Statement\*.** Receive report on HLA March 2016 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve March reports.
10. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
11. **Public Comment.** Members of the public may address the board on topics not included in the agenda
12. **Adjourn at 2:00 pm**