

AGENDA

Humboldt Lodging Alliance Executive Committee Monthly Meeting

Location: **Victorian Inn, 400 Ocean Avenue, Ferndale**
Date: **Wednesday, March 19, 2014**
Time: **2:00 pm to 4:00 pm**

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. FEBRUARY MEETING MINUTES*
Recommendation: Approve/comment on last meeting's minutes
- IV. AGENDA APPROVAL
Approve/modify the following agenda for March 2014
- V. OLD BUSINESS
Board retreat feedback
- VI. ACTION ITEMS
 1. **Review February Financial Statement***
Recommended action: Receive report on January finances and direct staff accordingly.
 2. **North Coast Journal Presentation (15 min)**
Chuck Leishman will make a formal presentation and proposal for "Humboldt Insider", a new visitor publication. Recommended action: Receive report and provide feedback.
 3. **Video Update** Malcolm deSoto will give an update and will present some of the video he has shot recently, while seeking direction for the "Spring" season video shooting. Recommended action: receive update and give direction.
 4. **Destination Photography**
Last month it was suggested that the HLA develops a "stable" of local photographers to capture destination photos along with the video project. How do we want to proceed with this and what budget does the Executive Committee want to set for photography?
Recommended action: Discuss and direct staff accordingly.
 5. **HLA Money Market Account**
Per last month's instruction, a money market account for the HLA has been set up at Redwood Capital Bank. Recommended action: Sign paperwork and provide photocopies of drivers licenses; direct staff to complete new account and transfer 75% of HLA funds.
- VII. PUBLIC COMMENT PERIOD
- VIII. MEETING ADJOURNS

*Document attached