

## **Minutes of the Board of Directors of the Humboldt Lodging Alliance meeting**

**Wednesday, October 29, 2014**

**Red Lion Hotel in Eureka, California.**

Present: Donna Hufford, Mike Caldwell, Marc Rowley, Gary Stone, Lowell Daniels, Alex Stillman, John Porter, Brad Laws, Mike Reinman, Tony Smithers

Guests: Matt Kolbert, David Flannigan, Carol Gleason, Gary Todoroff, Malcolm deSoto

The meeting was called to order at 1:05 pm and began with introductions around the room.

The agenda for October, 2014 was approved with a re-arrangement of items to put Directors' Reports up front.

Under Directors' Reports:

- Alex Stillman brought up the idea of the HLA funding the purchase of a program to analyze airline passenger patterns and usage, on behalf of Fly Humboldt. This would help to demonstrate the demand for air service, she said.
- Mike Caldwell reported a successful "Plein Aire" event in Shelter Cove, with a total of 45 participating artist of whom 30 came from out of the area. John Porter confirmed that the event drove occupancy at his property.
- Mike Reinman announced the Clam Beach Run on January 31 and explained efforts to promote the event by the Trinidad Chamber of Commerce in partnership with the HLA.
- Marc Rowley announced the formation of the Hospitality Committee at the Visitors Bureau, under his chairmanship. The purpose of the committee, he said, was to focus on how to better market to visitors intra-county, once they are here.

Next, the financial report for September, 2014 was presented and approved (including the Community Tourism funding and Opportunity Marketing funding reports). Porter/Stone/unanimous.

Next, photographer Gary Todoroff gave a report on his summer shooting and presented a selection of new images that were representative of his work. In responding to his report, Marc Rowley reiterated that Humboldt County is different and the best photos illustrate that fact. Mike Reinman in particular liked the images that portrayed multigenerational groups. Mike Caldwell invited Mr. Todoroff to come down to Shelter Cove to shoot the destination and events. In summary, Marc Rowley commented that the photos presented portray Humboldt with a naïve, innocent wholesomeness that he likes.

The meeting then heard from Matt Kolbert, David Flannigan and Carol Gleason from the Misfit Agency, who conducted a "Branding Workshop" in which key destination attributes and messages were considered, and the results of their first month of research were presented. In particular, they reviewed the branding positions of numerous competing destinations and identified some areas in which

Humboldt County could differentiate itself. With no board action taken, the agency team was encouraged to continue their branding and marketing strategy project.

The minutes of the July, 2014 board meeting were then approved as presented (Daniels/Porter/unanimous).

The board then considered a motion to amend the bylaws so that a quorum of the board of directors would be met with 33 percent of the board (or seven board members) present. After discussing the need for the board to take action even with a low turnout, the motion passed (Daniels/Porter/unanimous).

Tony Smithers then gave a report on online advertising carried out by the Visitors Bureau. With budgeting pressure caused by the Airline Revenue Guarantee agreement, the bureau had suspended its Google Adwords campaign during the summer. Several board members remarked that they had noticed a decrease in website referrals during that period. Smithers presented a request for the Humboldt Lodging Alliance to pick up the cost of the Google advertising, however, no motion was made to approve this request.

Finally, a quarterly video update was given by Malcolm deSoto with a short montage of video he had captured during the summer. The board liked what it saw.

With no further time, the meeting was adjourned at 1:30 pm.

Respectfully submitted by Tony Smithers