

**Minutes of the Executive Committee of the Humboldt Lodging Alliance,**

**Friday, August 29, 2014**

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

This special meeting was called, with public notification duly made, primarily to receive a presentation from a marketing agency.

Present: Chris Ambrosini, Donna Hufford, Mike Caldwell, Brad Laws, Gary Stone, Lowell Daniels, Marc Rowley, Tony Smithers, Richard Stenger

Guests: Ann Anderson, Luke Patterson, Toni Dailey, Matt Kolbert, David Flanigan

The meeting was called to order at 1:00 pm.

The first item on the agenda was a request made by Locally Delicious, Inc. for funds to support marketing of Humboldt Restaurant Week out of the area. After a presentation by Ann Anderson of Locally Delicious, and Luke Patterson, local restaurateur, the committee discussed briefly. Mark Rowley said this was a great opportunity to support an event in the shoulder season that could attract ideal customers to Humboldt County—foodies. Lowell Daniels said that the financial information given in the application, including the investment in the event by the participants, makes this a very legitimate request. Marc Rowley made the motion to fund the request. Lowell Daniels seconded with the addition of a request for reporting on how the money is spent and sharing of survey information collected from event participants. The motion passed unanimously.

Secondly, an agency presentation was made by Matt Kolbert and David Flanigan of Misfit, a Sacramento-based marketing agency. They went over their agency philosophy, background and resources, stressing that if the Humboldt Lodging Alliance chooses to work with them, they the agency principals would be working directly on the HLA account.

Mr. Kolbert then led the committee through a branding exercise to give a sense of how they think, and a lively discussion about destination marketing and branding ensued.

Toni Dailey, in her role of HLA marketing advisor, and Richard Stenger of the HCCVB staff, also asked questions which Mr. Kolbert and Mr. Flanigan fielded.

The meeting adjourned at 3:00 pm

Respectfully submitted by Tony Smithers