

AGENDA

Humboldt Lodging Alliance

Executive Committee Monthly Meeting

Location: Red Lion Hotel, 1929 4th Street, Eureka CA 95501

Date: Wednesday, July 10, 2013

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

- Gary Stone, Chairman
- Chris Ambrosini, Chair Elect
- Lowell Daniels, Vice Chair
- Jeff Durham, Secretary/Treasurer
- Donna Hufford, Director
- John Porter, Director
- Marc Rowley, Director
- Mike Caldwell, Director

III. JUNE MEETING MINUTES

Recommendation: Approve/comment on last month's minutes

IV. AGENDA APPROVAL

Approve/modify the following agenda for July 2013

V. OLD BUSINESS

1. Community Funding—press release

VI. ACTION ITEMS

1. Review June Financial Statement

Recommended action: Receive report on June finances and direct staff accordingly.

2. 2013 HLA Board Officers

Recommended action: Nominate a 2013-2014 slate of board officers to be approved by the board of directors at its next meeting.

3. Film Commission Funding Request

Recommended action: Review funding requests received from the Film Commission for two projects. Determine if requests are suitable and, if so, from which HLA funds they should be fulfilled.

4. Catalyst Marketing Presentation

Recommended action: discuss proposal from Catalyst Marketing and determine whether to advise HCCVB to accept or reject. Receive staff presentation on alternatives for marketing/advertising.

5. Grand Jury Report

Recommended action: receive report from Humboldt Grand Jury on formation of the Humboldt County Tourism Business Improvement District. Discuss official response as requested by County of Humboldt. Grand Jury report can be found at <http://co.humboldt.ca.us/grandjury/reports/2012-2013/2012-13%20final%20report.pdf>

VII. PUBLIC COMMENT PERIOD

VIII. MEETING ADJOURNS