

Minutes of the Executive Committee of the Humboldt Lodging Alliance, meeting Thursday, October 11 at the Red Lion Hotel, Eureka, California

Present: Chris Ambrosini, John Porter, Ken Galarowicz, Marc Rowley, Lowell Daniels, Gary Stone, Shailesh Patel, Tony Smithers

Guests: Matt Kolbert, Cameron Tyler

The meeting was called to order at 12:09 pm by board chair Chris Ambrosini.

The agenda for October 11 was approved with the following change: Item #2, the Ferndale Concours on Main, was tabled until a future meeting (Porter/Daniels/unanimous).

The minutes for the September, 2018 meeting were approved as submitted (Daniels/Galarowicz/unanimous).

Chris Ambrosini raised the issue of attendance at the Save-the-Redwoods League Centennial Celebration dinner in San Francisco. Several potential guests were identified by John Porter.

Matt Kolbert and Cameron Tyler then presented the Misfit Campaign Report. Kolbert said: "At the last meeting we looked at creative; today is about campaign metrics." His report included:

- NBC Sports Bay Area—two advertising flights were complete and two more are coming up.
- Digital advertising (banners, videos and native content).
- Website—53% of site traffic comes from the Follow the Magic campaign.
- New website build—working on lodging listings and photography.

The committee then discussed the Humboldt County display at the State Capital Building. Chris Ambrosini explained how Supervisor Rex Bohn had come in to request HLA's participation. He also said that Matt Kolbert of Misfit had toured the county displays in Sacramento. The committee agreed for the HLA to take on the project (Porter/Daniels/unanimous), and directed the Misfit Agency to develop three proposals (small, medium and large) to present to the Executive Committee.

Tony Smithers then told the committee about an opportunity to display destination video at the California Redwood Coast Humboldt County Airport. The committee discussed several possible formats and directed him to pursue the project (Ambrosini/Porter/unanimous).

Next the committee reviewed a letter drafted by Civitas, Inc. to request the County of Humboldt's approval for changes to the Management District Plan of the Humboldt County Tourism Business Improvement District. The letter was approved (Porter/Daniels/unanimous) and was to be forwarded to the HLA board of directors for approval at its next meeting.

The financial report for September 31, 2018 was examined and approved (Rowley/Patel/unanimous).

With no further business, the meeting adjourned at 2:00 pm.

Respectfully submitted by Tony Smithers.