

**Minutes of the Executive Committee of the Humboldt Lodging Alliance meeting
Wednesday October 9, 2013
Elk Meadow Cabins, Orick, California.**

Present: Lowell Daniels, Gary Stone, Marc Rowley, Chris Ambrosini, Donna Hufford, Mike Caldwell, Raul Ainardi, Tony Smithers.

The meeting was called to order at 2:30 pm. The minutes of the September meeting were examined and approved (Caldwell/Ainardi/unanimous).

The October meeting agenda was examined and approved without change (Daniels/Stone/unanimous).

The September, 2013 Financial Statement was presented and examined. The statement included several format changes including a new fund balance statement. The committee requested that a separate statement of community fund balances be prepared. The September Statement was then accepted (Daniels/Caldwell/unanimous).

Next, a presentation by Debi Farber-Bush of Greenway Partners was made regarding event coordination services for the HLA. Farber-Bush presented her background and experience in local event production and submitted a proposal for the committee's review. The committee was not prepared to make an immediate decision on this, and requested that the topic be addressed in the November meeting so that they could develop strategy/policy.

Next, the need for tourism videos was discussed, a topic made prominent by the fairly lackluster commercials put together for the fall campaign from existing footage. Chris Ambrosini opened by stating that the Humboldt Made videos shown to the committee in September had really caught his eye. Marc Rowley cautioned that we should slow down and not rush into a video project—plan carefully and get the most out of it. Mr. Malcolm deSoto, the videographer of the Humboldt Made videos, was present in the audience and he fielded several questions from committee members. Gary Stone asked how much the HM videos cost and deSoto replied that the budget for 20 3-minute vides was \$35,000. Mike Caldwell related how having professional new video of his property made had worked well for him. The committee concluded with a decision for Marc Rowley, Chris Ambrosini and Mike Caldwell to work with the HCCVB marketing committee on developing video plans.

The committee then discussed the Fall advertising campaign in the Bay Area and plans for a Winter campaign. Chris Ambrosini requested that the creative elements of the campaign be made available on a website for committee/board review (same for the Winter campaign). Smithers reported on the number of website clicks the Fall campaign generated (about 15,000) and said he was working on tracking those clicks through to the lodging properties. As for the Winter campaign, the committee brainstormed some ideas and identified crab season, whale watching, steelhead season and lack of crowds as potential campaign themes. This led to discussion about the need for a "visioning session" to generate more ideas and long range plans. The decision was then made that the HLA should hold a board retreat in January, 2014 to get the entire board involved in this process. Staff was instructed to place this on the agenda for the upcoming board meeting.

With no further time, the meeting adjourned at 4:45 pm. Respectfully submitted by Tony Smithers.