

# **Humboldt Lodging Alliance**

Regular Hybrid meeting of the HLA Executive Committee  
Wednesday, December 6, 2023 at 1pm

## **Minutes**

### **Humboldt Lodging Alliance Executive Committee members**

#### **Directors attending in person:**

**Lowell, Chris, Donna, Gary**

**Chris Ambrosini** (Best Western Plus Humboldt Bay Inn, Eureka),

**Gary Stone** (Best Western Plus Humboldt Bay Inn, Eureka)

**Lowell Daniels** (Victorian Inn & Redwood Suites, Ferndale),

**Donna Hufford**- Roosevelt Base Camp 121130 US-101, Orick, CA 95555

#### **Directors attending via zoom from these locations:**

**Mike Caldwell**, Inn of the Lost Coast 205 Wave Drive, Shelter Cove, CA, 95589

**John Porter**- Benbow Historic Inn - 445 Lake Benbow Drive Garberville, CA 95542

**Meeting called to order at 1:20pm**

#### **I. Approval/modification of the minutes for the December 6, 2023 meeting.**

Motion to approve, Donna Hufford, Lowell Daniels second, unanimous approval through voice roll call.

#### **II. Approval of Agenda for the December 6 , 2023 meeting**

Motion to approve, Lowell Daniels with a second from Donna Hufford. Unanimous approval through unanimous voice roll call

#### **III. Approval of Financials through November, 2023**

Motion to approve, John Porter with a second from Lowell Daniels. Unanimous approval through unanimous voice roll call.

#### **IV. Report from Matt Kolbert of Misfits.**

Matt mentioned that the television ads on NBC Sports Bay Area have started again and are doing well. HLA has received over \$150,000 in added value from NBC. A more comprehensive year-end report will be forthcoming in January.

Digital Banner Ads- Industry benchmark is .08% click through rate. HLA is tracking considerably better at .45% rate which is 5 times better than the industry benchmark

Digital Video- Industry benchmark for completed views is 60%. HLA is performing at 80%

Search- Industry benchmark 6% . HLA is at 9%

Social- Industry benchmarks is .8%. The HLA search percentage is 1.8%

Completed year end numbers will follow in January.

A discussion pursued about possibly doing more advertising in the summer months because of the success of the ad campaign in the off season. Matt will prepare a proposal for review after the first of the year

#### **V. Action Items.**

a) Cassandra Hessletine of the Humboldt/Del Norte Film Commission. Did a presentation on funding for an app. to promote the upcoming 2024 Forrest Moon Festival. The request was for \$20,000. A motion to approve was made by from Donna Hufford, with a second from Lowell Daniels. Funding was approved in a unanimous roll call vote.

b) Chuck presented a request for additional copies of the Humboldt Area Guides. The request was to print an additional 43,000 copies at \$5109.00. Lowell Daniels made a motion to approve, with a second from Gary Stone. Motion approved in a unanimous roll call vote.

## **VI. Director Reports**

Gary Stone mentioned that Eureka HLA just approved \$30,000 in funding for Humboldt Marble Weekend.

**VII. Public Comment** No public comment.

**VIII. Meeting adjourns at 1:53pm**