

Humboldt Lodging Alliance

Meeting of the HLA Board of Directors

Wednesday, January 31, 2024

At the Eureka Chamber office 612 G, St, in person and on Zoom

Minutes

In person attendance:

Lowell Daniels, Victorian Inn Ferndale

Chris Ambrosini, Best Western Plus Humboldt Bay Inn, Eureka

Shailesh Patel, Hampton Inn, Arcata

Gary Stone, Best Western Plus Humboldt Bay Inn, Eureka

Troy Ritchie, Carter House, Eureka

Attendance via Zoom:

Pritesh Patel, Super 8 Fortuna,

Sherrie Potter, Hotel Arcata, Arcata

Mike Caldwell, Inn of the Lost Coast, Shelter Cove

Donna Hufford, Roosevelt Base Camp, Orick

John Porter, Benbow Historic inn

Noor Mubeen, Coho Cottages, Willow Creek

Jeannie Jacobs, Best Western plus, Humboldt House, Garberville

Meenal Patel, Comfort Inn, Arcata

Meeting Called to order: 1:40pm

- I. Welcome and Introductions.**
- II. Minutes.** Motion to approve minutes from the 6/14 Board meeting from Lowell Daniels with a second from Sherrie Potter.. Minutes approved through a unanimous roll call vote
- III. Agenda.** Request by Lowell Daniels to modify the minutes to allow Matt from Misfit to move ahead on the agenda with a second from Sherrie Potter. Motion to approve revised agenda for 1/31/24 approved with a unanimous roll call vote.
- IV. Overview of marketing from Matt of Misfit.**

Matt explained that the numbers were compiled from a radius of 5-6 hours from Humboldt County.

Total TV spots purchased on NBC Sports Bay Area, 28 spots on Giants and Warrior games, and 21 spots on Kings and A's games. Actual spots run were 68 on Giants and Warriors games, and 948 spots run on A's and Kings games. Total impressions, 5,073,000 at a cost of \$135k. Total Value: \$442k. Matt also mentioned that the investment of \$525k in 2024 has been adjusted to include some advertising support in the summer months to provide continuity year round. Overall the investment in key media that includes TV, digital display ads, search, paid social, connected TV, are all well above benchmark in all the caegories. Lauren from misfit gave a brief overview of organic social media. The numbers have increased from appx. 2,000 users to 11,000 since Misfit has posted in the latter part of 2023 and 2023,

V. Financials

Chuck gave a brief overview of financials, Donna made a motion to accept the financials as written with a second from Sherrie Potter, financials were approved in unanimous roll call vote.

- V1. Visithumboldt.com website review** presented by Joey Nizuk of Nizek Commnications. Joey explained that the website traffic is up to 30,000 unique visitors per month since the site was reworked in August 2023. The time spent by unique visitors is appx. 20 seconds spent per click. The industry benchmark is 7 seconds, so the time spent on website categories is over double industry benchmarks.

V11 Director Reports

Chris discussed the sponsorship that Eureka HLA is providing the Humboldt Marble Week in Eureka in February 2023. The festival prizes are being reserved for people who stay in a Humboldt lodging establishment.

V111, Public Comment: No Public Comment

Adjournment 3:20 pm.

