

Humboldt Lodging Alliance

Meeting of the Board of Directors

Tuesday April 23, 2024, 1pm

Agenda

Attend the meeting at The Eureka Chamber of Commerce, 612 G. St. Suite 101 Eureka, CA 95501 or

join on Zoom

<https://us02web.zoom.us/j/82907710100?pwd=WGVVoM05FTnJyL2NQZzhvN0pmdUo5Zz09>

Meeting ID: 829 0771 0100

Passcode: 377920

Members scheduled to attend in person:

Chris Ambrosini, Managing Partner, Best Western Plus Humboldt Bay Inn 232 W. Fifth St. Eureka, 95501
Nil Patel, General Manager, Holiday Inn Express and Suites, 815 Wabash Ave. Eureka, CA. 95501
Shailesh Patel, Owner, Hampton Inn and Suites, 4750, Valley West Blvd., Arcata, CA. 95521
Lowell Daniels, Owner, Victorian Inn & Redwood Suites, 400 Ocean Avenue, (PO Box 96) Ferndale, CA 95536
Gary Stone, Owner, Best Western Plus Humboldt Bay Inn, 232 West Fifth Street. Eureka, CA 95501
Jayshree Patel, Owner Comfort Inn Eureka 4260 Broadway, Eureka, CA 95501
Sherry Potter, General Manager, Hotel Arcata, 708 9th Street, Arcata, CA, 95521
Meenal Patel Comfort Inn- Arcata, 4700 Valley W. Blvd. Arcata CA 95521
Pritesh Patel- Owner- Super 8 Fortuna, 1805 Palomar Way, Fortuna, CA, 95540
Alpesh Natha, Owner, Quality Inn 1209 4th Street, Eureka, CA 95501
Troy Ritchie, General Manager, Carter House Inn, 301 L. Street, Eureka, California, 95501

Members Scheduled to attend via zoom from these locations:

Donna Hufford, Financial, Manager, Owner, Roosevelt Base Camp. 121130US 101 Orick CA. 95555
John Porter, Managing Partner, Benbow Inn and Resort, 445 Lake Benbow Drive, Garberville, CA. 95542
Mike Caldwell, Owner, Inn of the Lost Coast, 205 Wave Drive, Shelter Cove Drive, CA. 95589
Noor Mubeen, Owner, Coho Cottages, 76 Willow Road, Willow Creek, CA. 95573
Einstein Perinbaraj, Owner, The Redwood Riverwalk Hotel, 1859 Alamar Way, Fortuna, CA. 95540
Jeannie Jacobs, GM, Best Western Plus Humboldt House Inn, 701 Redwood Dr. Garberville, CA. 95542

Members of the public may speak on any item appearing on the agenda, as the item comes up for consideration by the HLA Board of Directors. In addition, for items not on the agenda, a public comment period is provided for in this agenda. All speakers will be allotted 3 minutes to speak unless the Chairperson allots additional time. Speakers are invited to state and spell their names but are not required to.

Public Comments submitted via email: To submit public comments to the Board please email Chuckleishmanhla@gmail.com, provide your name and the agenda item on which you wish to comment. All public comment submitted after the agenda has been published will be included with the record for that meeting after the fact. **Public Comments submitted via Zoom:** YOU WILL BE MUTED UNTIL YOU ARE CALLED UPON TO SPEAK.

Any written materials related to an item on this agenda submitted to the HLA Board of Directors less than 2 hours prior to the meeting, and that are public records subject to disclosure, are available for public inspection at The Eureka Chamber of Commerce, 612 G. St. Eureka, CA 95501, during normal business hours.

The meeting room at The Eureka Chamber of Commerce, 612 G ST suite 101, Eureka, California is wheelchair accessible. If you need special assistance to participate in the meeting, please contact Chuck Leishman at (707) 845-9933 or email chuckleishmanhla@gmail.com. Requests for modifications or accommodations must be made at least two full business days before the start of the meeting.

HLA Board meetings will be conducted in an orderly, efficient manner, without willful disruption by any person(s) in attendance. The Board has the right to request that any person immediately stop the following conduct: 1) Willfully disrupting a meeting, 2) interrupting a person who is addressing the Board, or 3) preventing the Board from attending to the purpose of the meeting.

The agenda for this meeting is posted on humboldtlodgingalliance.org. Documents related to action items on this agenda are attached and available in the order in which they will be presented on the agenda.

Welcome and Introductions.

- I. Roll Call, to determine a quorum. Confirmation of members attending meeting remotely.**
- II. Approval/ modification of minutes from the January 31, 2024 meeting.**
- III. Approval/modification of the agenda for the April 23, 2024**
- IV. Approval of financials through March, 2024**
- VI. HLA Actions since January 31, 2023**

Report on the Board and Executive Committee actions. Requested action: receive report, ask questions and provide direction as appropriate.

- a) As of March 6, 2024, a funding request of \$69,000 for marketing of the 2024 Cannifest Festival was approved in a unanimous vote. The second year event will be on September 7 and 8, 2024, featuring local Cannabis growers and experts in a major celebration of music, Food and fun in Halverson Park, Eureka.
- b) As of March 6, 2024, , Laura Lassiter, Executive Director of the Southern Humboldt Business and Visitors Bureau, SHBVB, received funding in a unanimous vote for The Humboldt's Gateway To The Redwoods Skating Rink, in the amount of \$68,000 for an ice skating rink to be featured in Garberville. The rink will be open from November 29th, 2024 through January 6th, 2025.

VII Action Items

- a) Matt from Misfit will provide a proposal for the production of an updated refresh of the successful Humboldt Area Guides. Recommended action: Discuss and vote to approve, disapprove, or modify, the funding request.

VIII. Marketing overview

- a) Matt from Misfit will provide an overview of marketing. so far. in 2024

IX. Director Reports. . HLA directors can weigh in on developments and or activities in HLA regions

X. Public Comment- Public may comment on non-agenda items with a time limit of 3 minutes.

XI. Adjournment

