

# HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS  
WEDNESDAY, APRIL 29, 2015, 1-3 PM  
RIVER LODGE CONFERENCE CENTER, FORTUNA, CALIFORNIA

Members of the public are welcome to attend and address the HLA Board on any business item on this agenda. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

## Agenda

1. **Welcome and Introductions**
2. **Agenda Approval.** Approve/modify the following agenda for April 2015
3. **February, 2015 Board Minutes\*** Requested Action: Approve the February, 2015 Board Minutes.
4. **Financial Statement\*.** Receive report on HLA March 31, 2015 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve March report.
5. **Proposed Change to HLA Bylaws\*.** Shall the Humboldt Lodging Alliance Bylaws, Article 8, Section 10, Quorum, be amended to read: *At any meeting of the Board of Directors, no less than thirty-three percent (33%) of the voting members of the Board shall constitute a quorum.* Recommended action: discuss and approve proposed change.
6. **Executive Committee Report.** The committee and agency subcommittee will report to the board on its activities over the past three months, including:
  - a. Campaign development with the Misfit agency
  - b. Logo development\*, URL, website and related projects
  - c. The campaign launch event
  - d. Projects approved for Community Tourism and Opportunity Marketing funds
  - e. Destination photography project
  - f. Destination video project
7. **California Senate Bill 593 Letter of Support\*.** Recommended action: Discuss and approve sending letter on behalf of the Humboldt Lodging Alliance.
8. **2015 Board Elections\*** Recommended action: receive report and approve schedule and process for the board of directors election.
9. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
10. **Public Comment.** Members of the public may address the board on topics not included in the agenda
11. **Adjourn at 3:00 pm**