

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS

THURSDAY, April 27, 12:00-2:00 PM

RED LION HOTEL, 1929 FOURTH ST., EUREKA, 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 27, 2017
3. **January 2017 Board Minutes** *Requested Action: Approve the October 2017 Board minutes .
4. **RREDC Marketing Proposal***. Gregg Foster of the Redwood Regional Economic Development Commission will give a presentation on a proposed marketing partnership to promote air travel from Portland and other NW markets. Requested action: receive presentation, ask questions, and decide.
5. **Humboldt/Del Norte Film Commission.*** Cassandra Hesseltine, Humboldt Film Commissioner, will report on her agency's accomplishments enabled by HLA funding, and request renewal of this support for the 2017-2018 fiscal year. Requested action: receive report, ask questions, and decide.
6. **Misfit Campaign Report** of April 2017.* Matt Kolbert of the Misfit Agency will report on progress of the 2017 campaign. Requested action: Receive report, discuss and provide direction.
7. **Renewal of the Humboldt County Tourism Business Improvement District.** The Executive Committee has accomplished a variety of tasks for district renewal. Requested action: receive report and provide direction.
 - County Resolution of Intent
 - Schedule for City hearings
 - Public hearing & district formation
 - Inclusion of Trinidad in HCTBID
 - Operating Agreement & Management Agreement
8. **Report to the Board of Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.
9. **Financial Statement***. Receive report on HLA March 2017 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve March reports.
10. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
11. **Public Comment.** Members of the public may address the board on topics not included in the agenda
12. **Adjourn at 2:00 pm**