

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS
WEDNESDAY, AUGUST 29, 2018, 12:00 noon to 2:00 pm
HOLIDAY INN EXPRESS, 815 WABASH St., EUREKA

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 August 29, 2018
3. **April 2018 Board Minutes** *Requested Action: Approve the April 2018 Board minutes.
4. **2018 Board Election Results***
Requested action: Welcome new board members Ken Galarowicz (Eureka) and Reid Kitchen (Trinidad). Mike Reinman has been re-elected to represent Arcata.
5. **Vacant Board Seat**
Lisa Cosoletto has left the Best Western Arcata and resigned her board seat. Requested action: appoint Shailesh Patel, who was a close runner up in the recent board election, to fill this seat.
6. **Executive Committee Slate***
Requested action: Approve recommended slate for HLA board officers and Executive Committee.
7. **Misfit Campaign Report**
Requested action: Receive a campaign update and progress report on the new website from the Misfit Agency, discuss and provide direction.
8. **HLA Bylaw Changes***
Requested action: Receive report on possible changes to the HLA bylaws. Discuss and approve bylaw changes as presented or modified.
9. **Report to the Board of Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate. Since the last board meeting, the HLA Executive Committee:
 - Renewed its administrative agreement with the Eureka-Humboldt Visitors Bureau
 - Approved sponsorship of the Save-the-Redwoods League's Centennial Celebration.
 - Extended the contract for Bus-Wrap advertising in San Francisco for three months.
10. **Financial Statement*.** Receive report on HLA July financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve reports.
11. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
12. **Public Comment.** Members of the public may address the board on topics not included in the agenda
13. **Adjourn**