

# HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS  
TUESDAY, FEBRUARY 3, 2015, 1-3 PM  
RED LION HOTEL, 1929 FOURTH STREET, 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 February 2015
3. **October, 2014 Board Minutes\*** Requested Action: Approve the October 2014 Board Minutes.
4. **Financial Statement\*.** Receive report on HLA December 31, 2014 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve December report.
5. **New Marketing Agency.** The Executive Committee will report on its choice of the Misfit Agency to represent the Humboldt Lodging Alliance and will share details on creative strategy, budget and schedule. Requested action: receive report and provide input. Discuss details of launch party and direct staff accordingly.
6. **Destination Video Project.** Malcolm deSoto will present a preview of destination video shot in the past three months. (15 min) Requested action: receive presentation and provide feedback.
7. **Destination Photography Project.** Gary Todoroff will report on his work over the past months and present selected images. (15 min) Requested action: receive presentation and provide feedback.
8. **Community Tourism Projects Update**
  - Humboldt Steelhead Days
  - Eureka Crab Crawl
  - Redwood EdVentures Quest brochure—application enclosed\*
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**