

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS

Monday, February 25, 2019

1pm to 3pm

Victorian Inn, Ferndale, CA

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 25, 2019
3. **November 2018 Board Minutes** still trying to get them from Tony's notes
4. **Great Race Report (25 minutes)**
Recommended action: Receive request from representatives helping put on the event coming thru our County in June 2019. Consider funding proposal for 2019 event; discuss, decide and direct staff accordingly.
5. **101 Publication (10 minutes)**
Recommended action: Receive request. Consider funding proposal. Discuss, decide and direct staff accordingly
6. **Misfit.** Receive update report from Matt
7. **EHVB and HLA update:** Chris and Mark will update everyone on what's happening with EHVB
8. **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:
 - Continued working on MDP update
 - Received a campaign update from Misfit
 - Approved Misfit Jan/Feb campaign and rest of year as reported by Misfit
 - Approved new display/design at CA State Capital
 - Funded various projects
9. **Financial Statement*.** Receive report on HLA January 2019 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve reports.
10. **Director Reports.** All HLA directors are encouraged to report on relevant activities.
11. **Old Business**
 - Sequoia Park & Zoo grant update
 - MDP Update
12. **Public Comment.** Members of the public may address the board on topics not included in the agenda
13. **Adjourn**