

# HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS

**WEDNESDAY, JANUARY 31, 2018**

**12:00 noon to 2:00 pm**

THE RED LION HOTEL

1929 FOURTH STREET, 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 January 31, 2018

**3. October 2017 Board Minutes** \*Requested Action: Approve the October 2017 Board minutes.

**4. Vacant Board Seat**

Diane Cutshall has resigned her board seat, and Zach Winger, also of Hotel Arcata, has been nominated by Arcata board members Shailesh Patel and Lisa Cosoletto to fill this seat until the 2019 board election. Requested action: consider other nominations, if any, and appoint a replacement board member for Diane Cutshall.

**5. Misfit Campaign Report**

Requested action: Receive report, discuss and provide direction.

**6. Report to the Board of Executive Committee actions.** Requested action: receive report, ask questions and provide direction as appropriate.

- Pritesh Patel (Fortuna) and Nil Patel (Eureka) appointed to board
- Initial and follow up presentations of Misfit 2018 campaign
- Approval of 2018 campaign budget
- Formation of website subcommittee
- Formation of staffing subcommittee

**7. Financial Statement\*.** Receive report on HLA December 2017 financial statement and Community Funding/Opportunity Marketing Funds. Requested action: Approve reports.

**8. Director Reports.** All HLA directors are encouraged to report on relevant activities.

**9. Public Comment.** Members of the public may address the board on topics not included in the agenda

**10. Adjourn**