

# **Humboldt Lodging Alliance**

## **Meeting of the Board of Directors**

**Wednesday, January 31, 2024, 1pm**

**Attend the meeting at The Eureka Chamber of Commerce, 612 G. St. Suite 101 Eureka, CA 95501 or  
join on Zoom**

Join Zoom Meeting

<https://us02web.zoom.us/j/84165965782?pwd=TUVaeHhaVjFKdWJJaENLa05jTDRnZz09>

Meeting ID: 841 6596 5782

Passcode: 947186

### **Members scheduled to attend in person:**

**Chris Ambrosini**, Managing Partner, Best Western Plus Humboldt Bay Inn 232 W. Fifth St. Eureka, 95501  
**Nil Patel**, General Manager, Holiday Inn Express and Suites, 815 Wabash Ave. Eureka, CA. 95501  
**Shailesh Patel**, Owner, Hampton Inn and Suites, 4750, Valley West Blvd., Arcata, CA. 95521  
**Lowell Daniels**, Owner, Victorian Inn & Redwood Suites, 400 Ocean Avenue, (PO Box 96) Ferndale, CA 95536  
**Gary Stone**, Owner, Best Western Plus Humboldt Bay Inn, 232 West Fifth Street. Eureka, CA 95501  
**Jayshree Patel**, **Owner** Comfort Inn Eureka 4260 Broadway, Eureka, CA 95501  
**Sherry Potter**, General Manager, Hotel Arcata, 708 9<sup>th</sup> Street, Arcata, CA, 95521  
**Meenal Patel** Comfort Inn- Arcata, 4700 Valley W. Blvd. Arcata CA 95521  
**Pritesh Patel**- Owner- Super 8 Fortuna, 1805 Palomar Way, Fortuna, CA,95540  
**Alpesh Natha**, Owner, Quality Inn 1209 4th Street, Eureka, CA 95501

### **Members Scheduled to attend via zoom from these locations:**

**Donna Hufford**, Financial, Manager, Owner, Roosevelt Base Camp. 121130US 101 Orick CA. 95555  
**John Porter**, Managing Partner, Benbow Inn and Resort, 445 Lake Benbow Drive, Garberville, CA. 95542  
**Mike Caldwell**, Owner, Inn of the Lost Coast, 205 Wave Drive, Shelter Cove Drive, CA. 95589  
**Noor Mubeen**, Owner, Coho Cottages, 76 Willow Road, Willow Creek, CA. 95573  
**Einstein Perinbaraj**, Owner, The Redwood Riverwalk Hotel, 1859 Alamar Way, Fortuna, CA. 95540  
**Jeannie Jacobs, GM**, Best Western Plus Humboldt House Inn, 701 Redwood Dr. Garberville, CA. 95542

Members of the public may speak on any item appearing on the agenda, as the item comes up for consideration by the executive committee. In addition, for items not on the agenda, a public comment period is provided for in this agenda. All speakers will be allotted 3 minutes to speak unless the Chairperson allots additional time. Speakers are invited to state and spell their names but are not required to.

**Public Comments submitted via email:** To submit public comments to the Board please email [Chuckleishmanhla@gmail.com](mailto:Chuckleishmanhla@gmail.com), provide your name and the agenda item on which you wish to comment. All public comment submitted after the agenda has been published will be included with the record for

that meeting after the fact. **Public Comments submitted via Zoom:** YOU WILL BE MUTED UNTIL YOU ARE CALLED UPON TO SPEAK.

Any written materials related to an item on this agenda submitted to the HLA Board of Directors less than 2 hours prior to the meeting, and that are public records subject to disclosure, are available for public inspection at The Eureka Chamber of Commerce, 612 G. St. Eureka, CA 95501, during normal business hours.

The meeting room at The Eureka Chamber of Commerce, 612 G ST suite 101, Eureka, California is wheelchair accessible. If you need special assistance to participate in the meeting, please contact Chuck Leishman at (707) 845-9933 or email [chuckleishmanhla@gmail.com](mailto:chuckleishmanhla@gmail.com). Requests for modifications or accommodations must be made at least two full business days before the start of the meeting.

HLA Board meetings will be conducted in an orderly, efficient manner, without willful disruption by any person(s) in attendance. The Board has the right to request that any person immediately stop the following conduct: 1) Willfully disrupting a meeting, 2) interrupting a person who is addressing the Board, or 3) preventing the Board from attending to the purpose of the meeting.

*The agenda for this meeting is posted on [humboldtlodging.com](http://humboldtlodging.com). Documents related to action items on this agenda are attached and available in the order in which they will be presented on the agenda.*

#### **Welcome and Introductions.**

- I. Roll Call, to determine a quorum. Confirmation of members attending meeting remotely.**
- II. Approval/ modification of minutes from the June 14, 2023 meeting.**
- III. Approval/modification of the agenda for the January 31, 2023**
- IV. Approval of financials through December 2023.**

#### **VI. HLA Actions since June 14, 2023, 2023**

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

- a) As of July 12, 2023, The HLA Executive Committee approved funding of \$60,000 for the Humboldt Del Norte Film Commission,

- b) As of July 12, 2023, The HLA Executive committee approved an interest rate of 4.25% APY on HLA funds through Redwood Capital Bank.
- c) As of August, 23, 2023, The HLA Executive Committee approved a refreshed Visithumboldt.com website to replace the existing site.
- d) As of December 6, 2023, The HLA Executive Committee approved funding of \$20,000 for a film tourism and interactive app. for the Forrest Moon Festival in June of 2024.
- e) As of December 6, 2023 The HLA Executive Committee approved \$5109 in funding for a reprinting of the Humboldt Area Guides.

## **VII Marketing update**

Matt from Misfit will provide a review of the fiscal 2023 Marketing Plan and provide an overview for fiscal 2024.

## **VIII. Visithumboldt.com Website performance review.**

Joey Nizuk will provide a review of the new visithumboldt.com website

**IX. Director Reports.** . HLA directors can weigh in on developments and or activities in HLA regions

**X. Public Comment-** Public may comment on non-agenda items with a time limit of 3 minutes.

## **XI. Adjournment**

# Humboldt Lodging Alliance

Meeting of the HLA Board of Directors

Wednesday, June 14, 2023 1pm

At the Holiday Inn Express in Eureka in person and on Zoom

## Minutes

### **In person attendance:**

Sherrie Potter, Hotel Arcata,

Pritesh Patel, Super 8 Fortuna,

Lowell Daniels, Victorian Inn Ferndale

Chris Ambrosini, Best Western Plus Humboldt Bay Inn, Eureka

Nil Patel, Holiday Inn Express, Eureka

### **Attendance via Zoom:**

Mike Caldwell, Inn of the Lost Coast, Shelter Cove

Donna Hufford, Roosevelt Base Camp, Orick

Alpesh Natha, Bayside Inn and Suites, Eureka

John Porter, Benbow Historic inn

Meeting Called to order: 1:32 PM

- I. Welcome and Introductions.**
- II. Minutes.** Motion to approve minutes from the 2/15/23 Board meeting from Lowell Daniels with a second from Mike Caldwell. Minutes approved through a unanimous roll call vote
- III. Agenda.** Motion to approve Agenda for 6/14/23 from Donna Hufford with a second from Nil Patel. Agenda approved through a unanimous roll call vote.
- IV. Financials.** Chuck reported that all collections for 2022 are complete. 1,560,888 was the total for 2022. Motion to approve financials through May, 2023 from John Porter with a second from Lowell Daniels. Financials approved though a unanimous roll call vote.
- V. Action Items**
- VI** HLA Board nominations for 2023=2025 seats

Nil Patel, HLA Secretary, reported on the nominees for the 2023-2025 HLA Board. Mark Carter, of Carter House Inns asked that GM Tony Ritchie replace him on the board due to time constraints. Kelly Martin is stepping away. Nominating committee interviewed Regina Adams from Bayshore Inn. Noor Mubeen new owners of Coho and Einstein Perinbaraj from the Fortuna Riverwalk Hotel, were also interviewed and approved by the nominating committee. Einstein introduced himself. He is looking to help any efforts to help the lodging industry flourish in Humboldt County. A motion to approve the nominees was made by Lowell Daniels with a second from Donna Hufford. The board unanimously approved the nominees selected and interviewed by the nominating committee. Next steps are to send out the election letter/ballot. Within 30 days, if 25% or more of the HLA members do not submit a petition for another candidate(s), then the board will accept the nominees as new members.

## **VII. Presentation on higher yield interest rate plans on HLA bank account**

With interest rates going up, Chuck interviewed 6 different local banking institutions to learn about the current APY yields available. The best programs available were from HLA's current bank, Redwood Capital Bank. They offered an interest rate of 4.25% quarterly on amounts of one million or more. Additionally, another program of interest was through US Bank. HLA could buy treasury notes maturing every quarter at an interest rate of 4.25 percent. These treasury notes would be purchased every quarter in the amount of \$250,000 to assure FDIC protection. Chris mentioned that he had recently worked with his bank to assure an interest rate of 4% on bank balances for Humboldt Bay Inn, without having to tie up funds for each quarter. After much discussion and a motion from Lowell Daniels with a second from John Porter the Board agreed to let a committee of Chuck, Chris, and Pritesh, negotiate the best possible interest rates available and asked that the committee to choose the best program going forward. The motion was approved and a roll call vote was unanimous.

## **VIII. Matt from Misfit provided an update on HLA marketing**

There are 5 layers of marketing investments: Television, Paid social media, Display Banners, Video, Paid Search. Numbers presented were from Feb 2023 through May 2023.

Television: 15 spots purchased. Actual spots provided from NBC Sports were 396 with \$1.458,000 impressions. HLA invested \$55,000 and received a value of \$181,750.

Display banners: Travel industry benchmarks are .008%. HLA performed above industry standard benchmarks at 0.44 %. Total Impressions: 4.015 million Total click throughs: \$17,803

Digital Video completion rates: Travel Industry Benchmark 59%. HLA performance 79%.

Paid Search: Industry Benchmark: 6% HLA performance: 8.84%

Paid Social Media: Industry Benchmark: 1%. HLA performance: 1.82%

Sherrie requested that sales at her hotel were down and would the board consider investing more in advertising. Matt replied that during the busy seasons, since HLA traditionally is dark, that more could be done then.

**IX. Marketing Committee update:**

Mike reported that the marketing committee is meeting regularly to update and refresh the visithumboldt.com web site and hope to have the new refreshed site up soon

**IX. Director Reports:**

Nil reported that the Eureka HLA is working with the City of Eureka to cover up the graffiti on the main drags in Eureka. Eureka HLA will eventually invest \$50,000 over a year to hire a painter to work regularly (monthly retainer) If it cuts down on the graffiti over time.

**XII. Public Comment:** No Public Comment

**Adjournment 3:20 pm.**

HLA COMMUNITY RECEIPT 2019							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2019	April - June 2019	July - Sept 2019	Oct- Dec 2019	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$52,708.11	\$81,206.36	\$100,316.21	\$42,192.09	19.06%	\$276,422.77
3030	Eureka (4020)	\$99,053.82	\$150,687.86	\$194,514.64	\$88,825.39	36.76%	\$533,081.71
3040	Ferndale (4030)	\$3,036.00	\$7,410.05	\$12,741.68	\$5,688.80	1.99%	\$28,876.53
3050	Fortuna (4040)	\$17,403.53	\$34,704.70	\$45,357.87	\$15,949.34	7.82%	\$113,415.44
3060	Trinidad (4050)	\$3,379.96	\$8,571.98	\$15,715.35	\$-	1.91%	\$27,667.29
3063	Airbnb (4063)	\$20,394.62	\$25,337.54	\$23,781.28	\$17,666.22	6.01%	\$87,179.66
3065	Rio Dell (4055)	\$473.03	\$313.26	\$653.27	\$1,276.51	0.19%	\$2,716.07
3070	County - North (4060)	\$27,063.99	\$40,266.99	\$56,373.87	\$39,964.03	11.29%	\$163,668.88
3071	County - East (4061)	\$3,093.96	\$4,296.07	\$6,212.80	\$3,624.19	1.19%	\$17,227.02
3072	County - South (4062)	\$29,084.73	\$60,823.16	\$78,424.97	\$31,489.82	13.78%	\$199,822.68
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$255,691.75</b>	<b>\$413,617.97</b>	<b>\$534,091.94</b>	<b>\$246,676.39</b>	<b>100.00%</b>	<b>\$1,450,078.05</b>

HLA COMMUNITY RECEIPT 2020							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2020	April - June 2020	July - Sept 2020	Oct- Dec 2020	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$26,084.66	\$52,775.29	\$85,436.56	\$53,173.58	19.66%	\$217,470.09
3030	Eureka (4020)	\$64,343.03	\$62,282.96	\$192,617.50	\$113,060.76	39.08%	\$432,304.25
3040	Ferndale (4030)	\$1,538.50	\$971.49	\$7,086.57	\$4,485.35	1.27%	\$14,081.91
3050	Fortuna (4040)	\$17,173.35	\$26,933.37	\$50,568.14	\$30,539.32	11.32%	\$125,214.18
3065	Rio Dell (4055)	\$783.38	\$248.91	\$196.80	\$437.51	0.15%	\$1,666.60
3070	County - North (4060)	\$17,082.66	\$14,838.92	\$45,391.26	\$57,597.44	12.20%	\$134,910.28
3071	County - East (4061)	\$2,226.28	\$3,756.25	\$7,525.04	\$4,061.56	1.59%	\$17,569.13
3072	County - South (4062)	\$26,244.94	\$31,824.93	\$77,684.93	\$27,266.20	14.74%	\$163,021.00
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$155,476.80</b>	<b>\$193,632.12</b>	<b>\$466,506.80</b>	<b>\$290,621.72</b>	<b>100.00%</b>	<b>\$1,106,237.44</b>

HLA COMMUNITY RECEIPT 2021							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2021	April - June 2021	July - Sept 2021	Oct- Dec 2021	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$50,236.95	\$94,159.57	\$134,997.92	\$71,038.71	20.65%	\$350,433.15
3030	Eureka (4020)	\$91,803.52	\$182,249.47	\$278,801.42	\$133,924.31	40.46%	\$686,778.72
3040	Ferndale (4030)	\$2,000.51	\$6,831.85	\$14,238.54	\$5,541.99	1.69%	\$28,612.89
3050	Fortuna (4040)	\$25,517.44	\$46,857.75	\$68,759.65	\$46,501.09	11.06%	\$187,635.93
3065	Rio Dell (4055)	\$299.56	\$522.90	\$896.54	\$383.35	0.12%	\$2,102.35
3070	County - North (4060)	\$30,148.44	\$45,567.63	\$63,970.67	\$37,412.02	10.43%	\$177,098.76
3071	County - East (4061)	\$6,161.38	\$5,705.15	\$7,391.37	\$4,913.77	1.42%	\$24,171.67
3072	County - South (4062)	\$38,650.74	\$63,140.97	\$93,761.78	\$44,878.45	14.17%	\$240,431.94
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$244,818.54</b>	<b>\$445,035.29</b>	<b>\$662,817.89</b>	<b>\$344,593.69</b>	<b>100.00%</b>	<b>\$1,697,265.41</b>

HLA COMMUNITY RECEIPT 2022							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2022	April - June 2022	July - Sept 2022	Oct- Dec 2022	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$58,415.73	\$85,580.25	\$104,004.65	\$45,286.56	18.79%	\$293,287.19
3030	Eureka (4020)	\$150,795.97	\$160,647.97	\$250,723.03	\$117,535.70	43.55%	\$679,702.67
3040	Ferndale (4030)	\$3,563.29	\$8,217.79	\$9,428.74	\$6,473.30	1.77%	\$27,683.12
3050	Fortuna (4040)	\$33,390.62	\$38,156.91	\$54,768.16	\$25,019.71	9.70%	\$151,335.40
3065	Rio Dell (4055)	\$201.00	\$431.94	\$620.43	\$167.42	0.09%	\$1,420.79
3070	County - North (4060)	\$30,632.09	\$44,279.10	\$51,296.84	\$40,455.82	10.68%	\$166,663.85
3071	County - East (4061)	\$4,102.72	\$4,852.33	\$8,325.61	\$6,262.40	1.51%	\$23,543.06
3072	County - South (4062)	\$36,922.79	\$74,367.72	\$71,920.95	\$34,001.03	13.92%	\$217,212.49
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$318,024.21</b>	<b>\$416,534.01</b>	<b>\$551,088.41</b>	<b>\$275,201.94</b>	<b>100.00%</b>	<b>\$1,560,848.57</b>

HLA COMMUNITY RECEIPT 2023							
ACCOUNT NUMBER	COMMUNITY	Jan - March 2023	April - June 2023	July - Sept 2023	Oct- Dec 2023	CONTRIBUTION TOTAL BY %	CONTRIBUTION TOTALS
3020	Arcata (4010)	\$41,298.35	\$70,931.12			12.16%	\$112,229.47
3030	Eureka (4020)	\$100,912.69	\$158,272.69	\$252,261.05		55.40%	\$511,446.43
3040	Ferndale (4030)	\$2,164.19	\$3,796.70	\$11,297.28		1.87%	\$17,258.17
3050	Fortuna (4040)	\$33,355.39	\$38,015.09	\$56,960.00		13.90%	\$128,330.48
3065	Rio Dell (4055)	\$109.33	\$289.01			0.04%	\$398.34
3070	County - North (4060)	\$31,761.04	\$45,937.52			8.42%	\$77,698.56
3071	County - East (4061)	\$4,417.20	\$4,550.00			0.97%	\$8,967.20
3072	County - South (4062)	\$19,230.05	\$47,644.17			7.24%	\$66,874.22
<b>HUMBOLDT COUNTY TOTALS</b>		<b>\$233,248.24</b>	<b>\$369,436.30</b>	<b>\$320,518.33</b>	<b>\$-</b>	<b>100.00%</b>	<b>\$923,202.87</b>



E49: Tirzah Walsh:  
ORIG AMT REC'D VIA EMAIL = 104,004.56

F49: Tirzah Walsh:  
2 deposits: wrong amt rec'd in March; corrected amt rec'd in April

F51: Tirzah Walsh:  
ORIG AMT REC'D VIA EMAIL = 7,473.30

**HLA - Humboldt Lodging Alliance, Inc.**

**Bank Rec Wksht-Portrait**

Checking

December 1, 2023 - December 31, 2023

Reference	Date	GL Account	Description	Amount
<b>Bank Statement Information</b>				
<b>Beginning Bank Balance</b>				155,895.81
<b>Cleared Deposits &amp; Additions</b>				
2	12/05/23	Multiple	Deposit - Eureka Jul-Sept 2023 Fiscal=Q1 2024	252,261.04
2	12/01/23	Multiple	Deposit - Fortuna Jul-Sept 2023 Fiscal=Q1 2024	56,960.00
INT	12/31/23	Multiple	Record Interest - RedCap Chkg	1,436.29
<b>Total</b>				<u>310,657.33</u>
<b>Statement Total</b>				<u>310,657.33</u>
<b>Difference</b>				<u>0.00</u>
<b>Cleared Checks &amp; Payments</b>				
1726	11/10/23	Multiple	Greater Trinidad Chamber of Commerce	10,000.00
1729	11/15/23	Multiple	Nye-Zik Creative	300.00
1730	11/15/23	Multiple	Sam C Leishman	4,094.75
1731	12/06/23	Multiple	Cunningham, Malone & Morton	582.50
1732	12/06/23	Multiple	Nye-Zik Creative	300.00
1733	12/06/23	Multiple	Sam C Leishman	6,250.00
<b>Total</b>				<u>21,527.25</u>
<b>Statement Total</b>				<u>21,527.25</u>
<b>Difference</b>				<u>0.00</u>
<b>Ending Bank Balance</b>				<u><u>445,025.89</u></u>
<b>Reconciled Bank Information</b>				
<b>Ending Bank Balance</b>				445,025.89
<b>Open Deposits &amp; Additions</b>				
<b>Total</b>				<u>0.00</u>
<b>Open Checks &amp; Payments</b>				
1727	11/10/23	Multiple	Redwood Parks Conservancy	5,000.00
1734	12/06/23	Multiple	Topher Reynolds	30,000.00
1735	12/21/23	Multiple	Cassandra Hesseltine	20,000.00
1736	12/21/23	Multiple	Push Marketing Inc	156,989.64
1737	12/21/23	Multiple	Push Marketing Inc	33,600.09
1738	12/21/23	Multiple	Push Marketing Inc	50,075.00
1739	12/21/23	Multiple	Shelly Wells	200.00
1740	12/27/23	Multiple	Chuck Leishman	360.00
1741	12/27/23	Multiple	Sam C Leishman	6,250.00
1742	12/28/23	Multiple	OptiRev LLC	1,950.00
1743	12/29/23	Multiple	Chuck Leishman	245.00
<b>Total</b>				<u>304,669.73</u>
<b>Reconciled Bank Balance</b>				<u><u>140,356.16</u></u>
<b>General Ledger Information</b>				
<b>Unadjusted General Ledger Balance</b>				140,356.16
<b>Adjustments</b>				
<b>Total</b>				<u>0.00</u>
<b>Adjusted General Ledger Balance</b>				<u><u>140,356.16</u></u>
<b>Bank Account Reconciliation Summary</b>				
<b>Bank Statement Information</b>				
Beginning Bank Balance				155,895.81
+ Cleared Deposits & Additions				310,657.33
- Cleared Checks & Payments				<u>21,527.25</u>

**HLA - Humboldt Lodging Alliance, Inc.**

**Bank Rec Wksht-Portrait**

Checking

December 1, 2023 - December 31, 2023

Reference	Date	GL Account	Description	Amount
			Ending Bank Balance	445,025.89
<b>Reconciled Bank Information</b>				
			+ Open Deposits & Additions	0.00
			- Open Checks & Payments	304,669.73
<b>Reconciled Bank Balance</b>				<u>140,356.16</u>
<b>General Ledger Information</b>				
			Unadjusted General Ledger Balance	140,356.16
			+/- Total Adjustments	0.00
<b>Adjusted General Ledger Balance</b>				<u>140,356.16</u>
<b>Unreconciled Amount</b>				<u>0.00</u>

Cleared Deposits & Additions count = 3  
Cleared Checks & Payments count = 6  
Open Deposits & Additions count = 0  
Open Checks & Payments count = 11  
General Ledger Adjustment count = 0

**HLA - Humboldt Lodging Alliance, Inc.**

**Bank Rec Wksht-Portrait**

RedCap ICS

December 1, 2023 - December 31, 2023

Reference	Date	GL Account	Description	Amount
<b>Bank Statement Information</b>				
			<b>Beginning Bank Balance</b>	4,376,053.69
<b>Cleared Deposits &amp; Additions</b>				
INT	12/31/23	Multiple	Record Interest - RedCap ICS Accts	15,823.22
			<b>Total</b>	<u>15,823.22</u>
			<b>Statement Total</b>	<u>15,823.22</u>
			<b>Difference</b>	<u>0.00</u>
<b>Cleared Checks &amp; Payments</b>				
			<b>Total</b>	0.00
			<b>Statement Total</b>	<u>0.00</u>
			<b>Difference</b>	<u>0.00</u>
			<b>Ending Bank Balance</b>	<u><u>4,391,876.91</u></u>
<b>Reconciled Bank Information</b>				
			<b>Ending Bank Balance</b>	4,391,876.91
<b>Open Deposits &amp; Additions</b>			<b>Total</b>	<u>0.00</u>
<b>Open Checks &amp; Payments</b>			<b>Total</b>	<u>0.00</u>
			<b>Reconciled Bank Balance</b>	<u><u>4,391,876.91</u></u>
<b>General Ledger Information</b>				
			<b>Unadjusted General Ledger Balance</b>	4,391,876.91
<b>Adjustments</b>			<b>Total</b>	<u>0.00</u>
			<b>Adjusted General Ledger Balance</b>	<u><u>4,391,876.91</u></u>
<b>Bank Account Reconciliation Summary</b>				
<b>Bank Statement Information</b>				
			Beginning Bank Balance	4,376,053.69
			+ Cleared Deposits & Additions	15,823.22
			- Cleared Checks & Payments	<u>0.00</u>
			Ending Bank Balance	4,391,876.91
<b>Reconciled Bank Information</b>				
			+ Open Deposits & Additions	0.00
			- Open Checks & Payments	<u>0.00</u>
			<b>Reconciled Bank Balance</b>	<u><u>4,391,876.91</u></u>
<b>General Ledger Information</b>				
			Unadjusted General Ledger Balance	4,391,876.91
			+/- Total Adjustments	<u>0.00</u>
			<b>Adjusted General Ledger Balance</b>	<u><u>4,391,876.91</u></u>
			<b>Unreconciled Amount</b>	<u><u>0.00</u></u>
Cleared Deposits & Additions count = 1				
Cleared Checks & Payments count = 0				
Open Deposits & Additions count = 0				
Open Checks & Payments count = 0				

**HLA - Humboldt Lodging Alliance, Inc.**

**Bank Rec Wksht-Portrait**

RedCap ICS

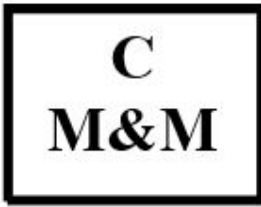
December 1, 2023 - December 31, 2023

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<b>Reference</b>	<b>Date</b>	<b>GL Account</b>
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General Ledger Adjustment count = 0



**Cunningham,  
Malone & Morton**  
*The Tax Professionals*

\*Michael P. Cunningham, EA  
Keith N. Crossley, CPA  
Maria Castillo, EA  
Tirzah Walsh, Treasurer  
John P. Morton, Emeritus  
Ronald E. Malone, Emeritus

\*California Licensed Professional Fiduciary &  
Member of the Bar of the U.S. Tax Court

**710 E Street, Suite 100, Eureka, CA 95501**  
Telephone (707) 441-1111 – Fax (707) 444-0210  
cmmtax@cmmtax.com  
www.cmmtax.com

PO Box 4911  
Eureka, CA 95502

I have compiled the accompanying Modified Cash Basis financial statements of Humboldt Lodging Alliance, Inc. (the "Alliance") as of December 31, 2023.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for designing, implementing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

The Alliance's financial statements do not disclose the Statement of Cash Flows.

I am not independent with respect to the Alliance.

Very truly yours,

CUNNINGHAM, MALONE & MORTON

Tirzah R. Walsh, PR & Bookkeeping Mgr

**Compliance with the Gramm-Leach-Bliley Act of 1999**

In order to meet the requirements of the Gramm-Leach-Bliley Act of 1999, it is the policy of Cunningham, Malone & Morton to handle the information you provide us with the utmost confidentiality and care. We do not disclose any nonpublic personal information about our customers or former customers to anyone, except as permitted by law. We restrict access to nonpublic personal information about you to members of our firm who need to know this information in order to complete the work you have hired our firm to do. We maintain physical, electronic, and procedural safeguards that comply with federal regulations to guard your nonpublic personal information.

**Humboldt Lodging Alliance, Inc.**  
**BALANCE SHEETS - MODIFIED CASH BASIS**

	<b>Assets</b>	
	<b>December 31, 2023</b>	<b>December 31, 2022</b>
<b>CURRENT ASSETS</b>		
<b>Cash or Cash Equivalents</b>		
1010 - Cash-Redwood Capital Bank Checking (28165)	\$ 140,356.16	\$ 1,553,617.28
1020 - Cash-Redwood Capital Bank Savings (12738)	0.00	2,293,677.93
1025 - Cash-RedCap ICS Accts	<u>4,391,876.91</u>	<u>0.00</u>
<b>Total Cash or Cash Equivalents</b>	<u><b>4,532,233.07</b></u>	<u><b>3,847,295.21</b></u>
<b>Property and Equipment</b>		
<b>Total Current Assets</b>	<u>4,532,233.07</u>	<u>3,847,295.21</u>
<b>OTHER ASSETS</b>		
1900 - Start-Up/Organizational Costs	32,837.01	32,837.01
1905 - Less: Accumulated Amortization	<u>(24,080.00)</u>	<u>(21,891.00)</u>
<b>Total Other Assets</b>	<u>8,757.01</u>	<u>10,946.01</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 4,540,990.08</u></u>	<u><u>\$ 3,858,241.22</u></u>

This Statement Prepared Without Audit By:  
Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

**Humboldt Lodging Alliance, Inc.**  
**BALANCE SHEETS - MODIFIED CASH BASIS**

**Liabilities and Fund Balances**

December 31, 2023

December 31, 2022

**FUND BALANCES**

**Restricted Fund Balances:**

3012 - Marketing Programs (30%)	429,159.70	607,424.74
3013 - Administrative Fees Funds (10%)	643,626.80	456,725.11
3020 - Arcata Community Fund	988,247.63	831,335.22
3030 - Eureka Community Fund	1,288,884.40	876,061.31
3040 - Ferndale Community Fund	43,053.99	47,315.11
3050 - Fortuna Community Fund	285,541.98	195,906.87
3060 - Trinidad Community Fund	31,247.00	31,247.00
3065 - Rio Dell Community Fund	7,965.21	7,625.75
3070 - County Community Fund - North	422,142.09	362,471.37
3071 - County Community Fund - East	62,076.25	47,943.12
3072 - County Community Fund - South	339,045.03	394,185.62

**Total Fund Balances**

4,540,990.08

3,858,241.22

**TOTAL LIABILITIES AND FUND BALANCES**

\$ 4,540,990.08

\$ 3,858,241.22

**FUND BALANCE NOTES:**

Eff. 09/30/20 Airbnb remaining fund balance of \$81,194.55 was re-assigned to Op. Mktg - Zoo Fund.

Eff. 10/31/20 Unrestricted was re-assigned to HLA Zoo Fund (\$168,805.45) with the remainder re-assigned to HLA Marketing (\$42,194.55)

Zoo / Skywalk Funds were paid out - in full - May 2021.

This Statement Prepared Without Audit By:

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**Humboldt Lodging Alliance, Inc.**  
**STATEMENT OF REVENUES AND EXPENSES -- MODIFIED CASH BASIS**  
**For the 6 Months Ended December 31, 2023 and 2022**

	December 31, 2023	December 31, 2022
<b>Revenues</b>		
Assessments	\$ 689,954.62	\$ 611,424.66
Interest	<u>78,555.87</u>	<u>1,119.54</u>
<b>Total Revenues</b>	<b><u>768,510.49</u></b>	<b><u>612,544.20</u></b>
<b>Expenses</b>		
Administrative	47,313.25	7,630.44
Marketing	256,334.64	455,507.00
Community Projects	<u>207,625.09</u>	<u>139,525.00</u>
<b>Total Expenses</b>	<b><u>511,272.98</u></b>	<b><u>602,662.44</u></b>
<b>Revenues Over (Under) Expenses</b>	<b><u>\$ 257,237.51</u></b>	<b><u>\$ 9,881.76</u></b>

This Statement Prepared Without Audit By:  
Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

**Humboldt Lodging Alliance, Inc.**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF REVENUES -- MODIFIED CASH BASIS**

	Current Year's  Budget	Prior Year's  Actual	Variance  <i>Cur Yr Bdgt - Pr Yr Actual</i>	6 Months Ended 12/31/23  Actual	Remaining Budget Amt  <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget  <i>Target 50.00%</i>
	FYE 06/30/24	FYE 06/30/23		FYE 06/30/24		
<b>ASSESSMENTS</b>						
4010 - City of Arcata	\$ 250,013.78	\$ 312,517.23	\$ (62,503.45)	\$ 70,931.12	\$ 179,082.66	28.37
4020 - City of Eureka	629,819.39	629,819.39	0.00	410,533.73	219,285.66	65.18
4030 - City of Ferndale	26,284.02	26,284.02	0.00	15,093.98	11,190.04	57.43
4040 - City of Fortuna	151,300.17	151,300.17	0.00	94,975.09	56,325.08	62.77
4050 - City of Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
4055 - City of Rio Dell	1,329.12	1,329.12	0.00	289.01	1,040.11	21.74
4060 - Co of Humb-North	158,739.91	198,424.89	(39,684.98)	45,937.52	112,802.39	28.94
4061 - Co of Humb-East	22,368.21	27,960.26	(5,592.05)	4,550.00	17,818.21	20.34
4062 - Co of Humb-South	189,154.03	236,442.54	(47,288.51)	47,644.17	141,509.86	25.19
4063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Assessments</b>	<u>1,429,008.63</u>	<u>1,584,077.62</u>	<u>(155,068.99)</u>	<u>689,954.62</u>	<u>739,054.01</u>	<u>48.28</u>
<b>INTEREST</b>						
4070 - Interest Income	7,119.16	7,119.16	0.00	78,555.87	(71,436.71)	1,103.44
<b>Total Interest</b>	<u>7,119.16</u>	<u>7,119.16</u>	<u>0.00</u>	<u>78,555.87</u>	<u>(71,436.71)</u>	<u>1,103.44</u>
<b>OTHER INCOME</b>						
4080 - Other Income	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Other Income</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Revenues</b>	<u>\$ 1,436,127.79</u>	<u>\$ 1,591,196.78</u>	<u>\$ (155,068.99)</u>	<u>\$ 768,510.49</u>	<u>\$ 667,617.30</u>	<u>53.51</u>

**REVENUE RECEIPT NOTES -- LAST PAYMENT RECEIVED:**

COMMUNITY	DEPOSIT DATE	DEPOSIT AMOUNT	REC'D FOR FISCAL PERIOD	REC'D FOR CALENDAR PERIOD
CITY OF ARCATA	09/01/23	70,931.12	Q4 FYE 06/30/23	Apr - Jun 2023
CITY OF EUREKA	12/05/23	252,261.05	Q1 FYE 06/30/24	Jul - Sep 2024
CITY OF FERNDALE	11/27/23	11,297.28	Q1 FYE 06/30/24	Jul - Sep 2024
CITY OF FORTUNA	12/01/23	56,960.00	Q1 FYE 06/30/24	Jul - Sep 2024
CITY OF RIO DELL	10/18/23	289.01	Q4 FYE 06/30/23	Apr - Jun 2023
CO OF HUMB-NORTH	10/18/23	45,937.52	Q4 FYE 06/30/23	Apr - Jun 2023
CO OF HUMB-EAST	10/18/23	4,550.00	Q4 FYE 06/30/23	Apr - Jun 2023
CO OF HUMB-SOUTH	10/18/23	47,644.17	Q4 FYE 06/30/23	Apr - Jun 2023

**BUDGET NOTES:**

Current year's budget is based on prior year's actual revenue (adjusted to show 4 quarters rec'd for each region).

This Statement Prepared Without Audit By:  
Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

**Humboldt Lodging Alliance, Inc.**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF EXPENSES -- MODIFIED CASH BASIS**

	Current Year's Budget FYE 06/30/24	Prior Year's Actual FYE 06/30/23	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	6 Months Ended 12/31/23 Actual FYE 06/30/24	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 50.00%</i>
<b>Expenses</b>						
<b>ADMINISTRATIVE</b>						
5010 - Administration Fees	\$ 123,881.47	\$ 0.00	\$ 123,881.47	\$ 41,954.75	\$ 81,926.72	33.87
5010.01 - Acctg - HCCVB	0.00	0.00	0.00	0.00	0.00	0.00
5010.02 - Bank Charges	0.00	0.00	0.00	25.00	(25.00)	0.00
5010.13 - Insurance	3,182.00	3,182.00	0.00	2,150.00	1,032.00	67.57
5010.20 - Member Events	0.00	0.00	0.00	0.00	0.00	0.00
5010.25 - Legal Expenses	5,845.00	5,845.00	0.00	0.00	5,845.00	0.00
5010.31 - Printing	22.86	22.86	0.00	0.00	22.86	0.00
5010.32 - Postage	359.04	359.04	0.00	0.00	359.04	0.00
5010.33 - Prof Fees/Acctg (CMM)	13,594.65	13,594.65	0.00	2,938.50	10,656.15	21.62
5010.44 - Rent Expense	946.00	946.00	0.00	245.00	701.00	25.90
5010.51 - Website Access & Hosting	0.00	0.00	0.00	0.00	0.00	0.00
5010.52 - Website Maintenance	0.00	0.00	0.00	0.00	0.00	0.00
5020 - Other	0.00	0.00	0.00	0.00	0.00	0.00
5160 - Amortization Expense	2,189.00	2,189.00	0.00	0.00	2,189.00	0.00
<b>Total Administrative</b>	<u>150,020.02</u>	<u>26,138.55</u>	<u>123,881.47</u>	<u>47,313.25</u>	<u>102,706.77</u>	<u>31.54</u>
<b>MARKETING</b>						
5030 - Marketing Expenses	428,702.59	883,140.20	(454,437.61)	256,334.64	172,367.95	59.79
5035 - Opportunity Marketing Funds	0.00	0.00	0.00	0.00	0.00	0.00
5035.01 - Opp. Mktg Funds- Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Marketing</b>	<u>428,702.59</u>	<u>883,140.20</u>	<u>(454,437.61)</u>	<u>256,334.64</u>	<u>172,367.95</u>	<u>59.79</u>
<b>COMMUNITY PROJECTS</b>						
5040 - Arcata	150,008.27	0.00	150,008.27	0.00	150,008.27	0.00
5050 - Eureka	377,891.63	85,000.00	292,891.63	55,000.00	322,891.63	14.55
5050.01 - Eureka - Zoo/Redwood Skywalk	0.00	0.00	0.00	0.00	0.00	0.00
5060 - Ferndale	15,770.41	21,400.00	(5,629.59)	10,000.00	5,770.41	63.41
5063 - Airbnb	0.00	0.00	0.00	0.00	0.00	0.00
5070 - Fortuna	90,780.10	75,375.00	15,405.10	0.00	90,780.10	0.00
5080 - Trinidad	0.00	0.00	0.00	0.00	0.00	0.00
5085 - Rio Dell	797.47	0.00	797.47	0.00	797.47	0.00

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**Humboldt Lodging Alliance, Inc.**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF EXPENSES -- MODIFIED CASH BASIS**

	Current Year's Budget	Prior Year's Actual	Variance <i>Cur Yr Bdgt - Pr Yr Actual</i>	6 Months Ended 12/31/23 Actual	Remaining Budget Amt <i>Cur Yr Bdgt - Cur Yr Actual</i>	% Actual/ Budget <i>Target 50.00%</i>
	FYE 06/30/24	FYE 06/30/23		FYE 06/30/24		
5090 - Co of Humb-North	95,243.95	30,000.00	65,243.95	34,500.00	60,743.95	36.22
5091 - Co of Humb-East	13,420.92	0.00	13,420.92	0.00	13,420.92	0.00
5092 - Co of Humb-South	113,492.42	56,818.22	56,674.20	108,125.09	5,367.33	95.27
5099 - 2% Reserves	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Community Projects</b>	<u>857,405.17</u>	<u>268,593.22</u>	<u>588,811.95</u>	<u>207,625.09</u>	<u>649,780.08</u>	<u>24.22</u>
<b>Total Expenses</b>	<u>\$ 1,436,127.78</u>	<u>\$ 1,177,871.97</u>	<u>\$ 258,255.81</u>	<u>\$ 511,272.98</u>	<u>\$ 924,854.80</u>	<u>35.60</u>

**BUDGET NOTES:**

Current year's budget is based on prior year's actual revenue (adjusted to show 4 quarters rec'd for each region). 60% of revenue budgeted to the Community, 30% to Marketing and 10% to Admin. (Admin sub accounts are actual with difference budgeted to "Admin" general account.)

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

December 1, 2023 - December 31, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
<b>1010 Cash-Redwood Capital Bank Checking (28165)</b>				136,501.06		
12/01/23	2		Deposit - Fortuna Jul-Sept 2023 Fiscal=Q1 2024		56,960.00	
12/05/23	2		Deposit - Eureka Jul-Sept 2023 Fiscal=Q1 2024		252,261.04	
12/06/23	1731	Cunningham, Malone & Morton	Cunningham, Malone & Morton		(582.50)	
12/06/23	1732	Nye-Zik Creative	Nye-Zik Creative		(300.00)	
12/06/23	1733	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
12/06/23	1734	Topher Reynolds	Topher Reynolds		(30,000.00)	
12/21/23	1735	Cassandra Hesseltine	Cassandra Hesseltine		(20,000.00)	
12/21/23	1736	Push Marketing Inc	Push Marketing Inc		(156,989.64)	
12/21/23	1737	Push Marketing Inc	Push Marketing Inc		(33,600.09)	
12/21/23	1738	Push Marketing Inc	Push Marketing Inc		(50,075.00)	
12/21/23	1739	Shelly Wells	Shelly Wells		(200.00)	
12/27/23	1740	Chuck Leishman	Chuck Leishman		(360.00)	
12/27/23	1741	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
12/28/23	1742	OptiRev LLC	OptiRev LLC		(1,950.00)	
12/29/23	1743	Chuck Leishman	Chuck Leishman		(245.00)	
12/31/23	INT		Record Interest - RedCap Chkg		1,436.29	
<b>Totals for 1010</b>					<u>3,855.10</u>	<u>140,356.16</u>
<b>1025 Cash-RedCap ICS Accts</b>				4,376,053.69		
12/31/23	INT		Record Interest - RedCap ICS Accts		15,823.22	
<b>Totals for 1025</b>					<u>15,823.22</u>	<u>4,391,876.91</u>
<b>1900 Start-Up/Organizational Costs</b>				32,837.01		
<b>Totals for 1900</b>					<u>0.00</u>	<u>32,837.01</u>
<b>1905 Less: Accumulated Amortization</b>				(24,080.00)		
<b>Totals for 1905</b>					<u>0.00</u>	<u>(24,080.00)</u>
<b>3010 Unrestricted Fund Balance</b>				237,559.19		
12/01/23	2		Deposit - Fortuna Jul-Sept 2023 Fiscal=Q1 2024		56,960.00	
12/05/23	2		Deposit - Eureka Jul-Sept 2023 Fiscal=Q1 2024		252,261.04	
12/06/23	1731	Cunningham, Malone & Morton	CM&M		(582.50)	
12/06/23	1732	Nye-Zik Creative	Nye-Zik Creative - Extened Monthly Website Maint		(300.00)	
12/06/23	1733	Lat 40 Collective	Lat 40 Collective		(6,250.00)	
12/06/23	1734	Topher Reynolds	Topher Reynolds - Humboldt Marble Weekend		(30,000.00)	
12/21/23	1735	Cassandra Hesseltine	Cassandra Hesseltine - Film Tourism Interactive App & Marketing for FM		(20,000.00)	
12/21/23	1736	Push Marketing Inc	Misfit aka Push Marketing Inc- 2023 Tourism Campaign June - Oct 2023		(156,989.64)	
12/21/23	1737	Push Marketing Inc	Misfit aka Push Marketing Inc- Discover So Humb 2023 Tourism Campaign June - Oct 2023		(33,600.09)	
12/21/23	1738	Push Marketing Inc	Misfit aka Push Marketing Inc- Discover So Humb 2023 Tourism Campaign Mar-Apr 2023		(50,075.00)	
12/21/23	1739	Shelly Wells	Shelly Wells - Humb Area Guide Modeling		(200.00)	
12/27/23	1740	Chuck Leishman	Chuck Leishman - Bus Exp Reimb: Zoom		(360.00)	
12/27/23	1741	Lat 40 Collective	Lat 40 Collective		(6,250.00)	

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

December 1, 2023 - December 31, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
12/28/23	1742	OptiRev LLC	OptiRev - So Humb - 1st Qtr 2024 Website Maint		(1,950.00)	
12/29/23	1743	Chuck Leishman	Chuck Leishman - Bus Exp Reimb: Eka Chamber Room Rentals		(245.00)	
12/31/23	INT		Record Interest - RedCap ICS Accts		15,823.22	
12/31/23	INT		Record Interest - RedCap Chkg		1,436.29	
			<b>Totals for 3010</b>		<u>19,678.32</u>	<u>257,237.51</u>
<b>3012 Marketing Programs (30%)</b>				(513,883.02)		
12/01/23	2		Deposit - Fortuna Jul-Sept 2023 Fiscal=Q1 2024		(17,088.00)	
12/05/23	2		Deposit - Eureka Jul-Sept 2023 Fiscal=Q1 2024		(75,678.32)	
12/06/23	1732	Nye-Zik Creative	Nye-Zik Creative - Extened Monthly Website Maint		300.00	
12/21/23	1735	Cassandra Hesseltine	Cassandra Hesseltine - Film Tourism Interactive App & Marketing for FM		20,000.00	
12/21/23	1736	Push Marketing Inc	Misfit aka Push Marketing Inc- 2023 Tourism Campaign June - Oct 2023		156,989.64	
12/21/23	1739	Shelly Wells	Shelly Wells - Humb Area Guide Modeling		200.00	
			<b>Totals for 3012</b>		<u>84,723.32</u>	<u>(429,159.70)</u>
<b>3013 Administrative Fees Funds (10%)</b>				(609,132.70)		
12/01/23	2		Deposit - Fortuna Jul-Sept 2023 Fiscal=Q1 2024		(5,696.00)	
12/05/23	2		Deposit - Eureka Jul-Sept 2023 Fiscal=Q1 2024		(25,226.09)	
12/06/23	1731	Cunningham, Malone & Morton	CM&M		582.50	
12/06/23	1733	Lat 40 Collective	Lat 40 Collective		6,250.00	
12/27/23	1740	Chuck Leishman	Chuck Leishman - Bus Exp Reimb: Zoom		360.00	
12/27/23	1741	Lat 40 Collective	Lat 40 Collective		6,250.00	
12/29/23	1743	Chuck Leishman	Chuck Leishman - Bus Exp Reimb: Eka Chamber Room Rentals		245.00	
12/31/23	INT		Record Interest - RedCap ICS Accts		(15,823.22)	
12/31/23	INT		Record Interest - RedCap Chkg		(1,436.29)	
			<b>Totals for 3013</b>		<u>(34,494.10)</u>	<u>(643,626.80)</u>
<b>3020 Arcata Community Fund</b>				(988,247.63)		
			<b>Totals for 3020</b>		<u>0.00</u>	<u>(988,247.63)</u>
<b>3030 Eureka Community Fund</b>				(1,167,527.77)		
12/05/23	2		Deposit - Eureka Jul-Sept 2023 Fiscal=Q1 2024		(151,356.63)	
12/06/23	1734	Topher Reynolds	Topher Reynolds - Humboldt Marble Weekend		30,000.00	
			<b>Totals for 3030</b>		<u>(121,356.63)</u>	<u>(1,288,884.40)</u>
<b>3040 Ferndale Community Fund</b>				(43,053.99)		
			<b>Totals for 3040</b>		<u>0.00</u>	<u>(43,053.99)</u>
<b>3050 Fortuna Community Fund</b>				(251,365.98)		
12/01/23	2		Deposit - Fortuna Jul-Sept 2023 Fiscal=Q1 2024		(34,176.00)	
			<b>Totals for 3050</b>		<u>(34,176.00)</u>	<u>(285,541.98)</u>

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

December 1, 2023 - December 31, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
<b>3060</b>	<b>Trinidad Community Fund</b>			(31,247.00)		
			<b>Totals for 3060</b>		<u>0.00</u>	<u>(31,247.00)</u>
<b>3065</b>	<b>Rio Dell Community Fund</b>			(7,965.21)		
			<b>Totals for 3065</b>		<u>0.00</u>	<u>(7,965.21)</u>
<b>3070</b>	<b>County Community Fund - North</b>			(422,142.09)		
			<b>Totals for 3070</b>		<u>0.00</u>	<u>(422,142.09)</u>
<b>3071</b>	<b>County Community Fund - East</b>			(62,076.25)		
			<b>Totals for 3071</b>		<u>0.00</u>	<u>(62,076.25)</u>
<b>3072</b>	<b>County Community Fund - South</b>			(424,670.12)		
12/21/23	1737	Push Marketing Inc	Misfit aka Push Marketing Inc- Discover So Humb 2023 Tourism Campaign June - Oct 2023		33,600.09	
12/21/23	1738	Push Marketing Inc	Misfit aka Push Marketing Inc- Discover So Humb 2023 Tourism Campaign Mar-Apr 2023		50,075.00	
12/28/23	1742	OptiRev LLC	OptiRev - So Humb - 1st Qtr 2024 Website Maint		<u>1,950.00</u>	
			<b>Totals for 3072</b>		<u>85,625.09</u>	<u>(339,045.03)</u>
<b>4010</b>	<b>City of Arcata</b>			(70,931.12)		
			<b>Totals for 4010</b>		<u>0.00</u>	<u>(70,931.12)</u>
<b>4020</b>	<b>City of Eureka</b>			(158,272.69)		
12/05/23	2		Deposit - Eureka Jul-Sept 2023 Fiscal=Q1 2024		<u>(252,261.04)</u>	
			<b>Totals for 4020</b>		<u>(252,261.04)</u>	<u>(410,533.73)</u>
<b>4030</b>	<b>City of Ferndale</b>			(15,093.98)		
			<b>Totals for 4030</b>		<u>0.00</u>	<u>(15,093.98)</u>
<b>4040</b>	<b>City of Fortuna</b>			(38,015.09)		
12/01/23	2		Deposit - Fortuna Jul-Sept 2023 Fiscal=Q1 2024		<u>(56,960.00)</u>	
			<b>Totals for 4040</b>		<u>(56,960.00)</u>	<u>(94,975.09)</u>
<b>4055</b>	<b>City of Rio Dell</b>			(289.01)		
			<b>Totals for 4055</b>		<u>0.00</u>	<u>(289.01)</u>
<b>4060</b>	<b>Co of Humb-North</b>			(45,937.52)		
			<b>Totals for 4060</b>		<u>0.00</u>	<u>(45,937.52)</u>
<b>4061</b>	<b>Co of Humb-East</b>			(4,550.00)		
			<b>Totals for 4061</b>		<u>0.00</u>	<u>(4,550.00)</u>
<b>4062</b>	<b>Co of Humb-South</b>			(47,644.17)		
			<b>Totals for 4062</b>		<u>0.00</u>	<u>(47,644.17)</u>

**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

December 1, 2023 - December 31, 2023

Date	Reference	Payee	Description	Begin Balance	Current Amount	Period End Balance
<b>4070</b>	<b>Interest Income</b>			(61,296.36)		
12/31/23	INT		Record Interest - RedCap ICS Accts		(15,823.22)	
12/31/23	INT		Record Interest - RedCap Chkg		(1,436.29)	
			<b>Totals for 4070</b>		<u>(17,259.51)</u>	<u>(78,555.87)</u>
<b>5010</b>	<b>Administration Fees</b>			29,094.75		
12/06/23	1733	Lat 40 Collective	Lat 40 Collective		6,250.00	
12/27/23	1740	Chuck Leishman	Chuck Leishman - Bus Exp Reimb: Zoom		360.00	
12/27/23	1741	Lat 40 Collective	Lat 40 Collective		6,250.00	
			<b>Totals for 5010</b>		<u>12,860.00</u>	<u>41,954.75</u>
<b>5010.02</b>	<b>Bank Charges</b>			25.00		
			<b>Totals for 5010.02</b>		<u>0.00</u>	<u>25.00</u>
<b>5010.13</b>	<b>Insurance</b>			2,150.00		
			<b>Totals for 5010.13</b>		<u>0.00</u>	<u>2,150.00</u>
<b>5010.33</b>	<b>Prof Fees/Acctg (CMM)</b>			2,356.00		
12/06/23	1731	Cunningham, Malone & Morton	CM&M		582.50	
			<b>Totals for 5010.33</b>		<u>582.50</u>	<u>2,938.50</u>
<b>5010.44</b>	<b>Rent Expense</b>			0.00		
12/29/23	1743	Chuck Leishman	Chuck Leishman - Bus Exp Reimb: Eka Chamber Room Rentals		245.00	
			<b>Totals for 5010.44</b>		<u>245.00</u>	<u>245.00</u>
<b>5030</b>	<b>Marketing Expenses</b>			78,845.00		
12/06/23	1732	Nye-Zik Creative	Nye-Zik Creative - Extened Monthly Website Maint		300.00	
12/21/23	1735	Cassandra Hesseltine	Cassandra Hesseltine - Film Tourism Interactive App & Marketing for FM		20,000.00	
12/21/23	1736	Push Marketing Inc	Misfit aka Push Marketing Inc- 2023 Tourism Campaign June - Oct 2023		156,989.64	
12/21/23	1739	Shelly Wells	Shelly Wells - Humb Area Guide Modeling		200.00	
			<b>Totals for 5030</b>		<u>177,489.64</u>	<u>256,334.64</u>
<b>5050</b>	<b>Eureka</b>			25,000.00		
12/06/23	1734	Topher Reynolds	Topher Reynolds - Humboldt Marble Weekend		30,000.00	
			<b>Totals for 5050</b>		<u>30,000.00</u>	<u>55,000.00</u>
<b>5060</b>	<b>Ferndale</b>			10,000.00		
			<b>Totals for 5060</b>		<u>0.00</u>	<u>10,000.00</u>
<b>5090</b>	<b>Co of Humb-North</b>			34,500.00		
			<b>Totals for 5090</b>		<u>0.00</u>	<u>34,500.00</u>
<b>5092</b>	<b>Co of Humb-South</b>			22,500.00		
12/21/23	1737	Push Marketing Inc	Misfit aka Push Marketing Inc- Discover So Humb 2023 Tourism Campaign June - Oct 2023		33,600.09	



**HLA - Humboldt Lodging Alliance, Inc.**

**General Ledger - HLA**

December 1, 2023 - December 31, 2023

<b>Date</b>	<b>Reference</b>	<b>Payee</b>	<b>Description</b>	<b>Begin Balance</b>	<b>Current Amount</b>	<b>Period End Balance</b>
12/21/23	1738	Push Marketing Inc	Misfit aka Push Marketing Inc- Discover So Humb 2023 Tourism Campaign Mar-Apr 2023		50,075.00	
12/28/23	1742	OptiRev LLC	OptiRev - So Humb - 1st Qtr 2024 Website Maint		<u>1,950.00</u>	
			<b>Totals for 5092</b>		<u>85,625.09</u>	<u>108,125.09</u>
			<b>Report Total</b>			<u>0.00</u>

**Net Profit/(Loss)**

Current Period	<u>19,678.32</u>
Year-to-Date	<u>257,237.51</u>

Distribution count = 72