

Humboldt Lodging Alliance

Meeting of the Board of Directors
THURSDAY MARCH 25, 2021 10AM
ZOOM Meeting

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

- I. Welcome and Introductions.**
- II. Agenda.** Approve/modify the following agenda for March 25, 2021.
- III. December 2020 Board Minutes.** Recommended action: Approve/modify the board meeting minutes from December 16, 2020.
- IV. Financial Statement.** Chuck will present a comparison of Tbid collections for 2019 vs 2020. Recommended action. Examine and approve of financials from December 2020 thru February 2021.
- V. Marketing and Advertising Budget.** Nil will lead a discussion on our marketing and advertising budget and spend. Recommended action: Discuss and vote to approve/disapprove his agenda item.
- VI. Marketing and Advertising.** Chuck will give a marketing and advertising report.
- VII. Report on the Board of Executive Committee actions.** Recommended action: receive report, ask questions and provide direction as appropriate.
 - A. As of January 13, 2021 the Executive Committee unanimously agreed to postpone any action on the 2021 media plan until the February Executive Committee meeting.
 - B. As of February 10, 2021 the Executive Committee approved Jeff Durham and Nil Patel as new Executive Committee members with a unanimous vote.
 - C. As of February 10, 2021 the Executive Committee approves the proposed marketing budget, pending a contract with LAT 40 Collective that protects HLA as owner of all intellectual property. The motion passed with 6 votes in favor and 3 opposed.
 - D. As of February 10, 2021 the Executive Committee agrees to write a formal statement to address concerns regarding HLA's funding and management in response to the Humboldt Grower's Alliance letter to the Humboldt County Board of Supervisors on February 8, 2021.

- E. As of March 3, 2021 the Executive Committee approves to request an itemized receipt before dispersing funds to the Redwood Sky Walk with a unanimous vote.
- F. As of March 3, 2021 the Executive Committee approves a media buy from the first week of April thru the first week of June 2021. The motion is passed with 4 in favor and 3 opposed.

VIII. Director Reports.

IX. Public Comment.

Adjourn.