

HUMBOLDT LODGING ALLIANCE

MEETING OF THE BOARD OF DIRECTORS
WEDNESDAY, OCTOBER 30, 2013, 2-4 PM
HAMPTON INN & SUITES, 4750 VALLEY WEST BLVD, ARCATA, 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 October 2013
3. **July, 2013 Board Minutes** (enclosed). Requested Action: Approve the July 2013 Board Minutes as-is or amended.
4. **Old Business**
5. **Financial Statement.** Receive report on HLA September 30 financial statement including new formatting directed by the Executive Committee. Requested action: Approve format and September statement.
6. **Fall Advertising Campaign.** Receive staff report on campaign media buy, creative, and preliminary results. Requested action: Approve follow up survey of HLA members.
7. **Winter/Spring Advertising Campaigns.** The Executive Committee has approved \$120,000 for a Winter campaign and \$400,000 for a Spring campaign. Requested action: Discuss delay of Winter campaign until after HLA Board Retreat; should the Winter campaign be merged into a longer Spring campaign?
8. **HLA Board Retreat.** The Executive Committee has set January 8-9 for a strategic board retreat to be held in Shelter Cove. Requested action: discuss and approve format, goals and details of the HLA board retreat; direct staff accordingly.
9. **Destination Video Project.** The HLA Fall campaign used existing video for the TV spots; the Executive Committee has discussed the need for quality video of our destination. HCCVB staff is proposing to manage a destination video project for HLA (proposal attached). Requested action: Approve proposal and delegate Executive Committee to oversee.
10. **HLA Meeting Schedule.** Requested action: Review and approve schedule of meeting dates and locations for the balance of the fiscal year (enclosed).
11. **Community Funding Activity.** Committee reports on applications received and funded.
12. **Public Comment.** Members of the public may address the board on topics not included in the agenda
13. **Adjourn at 4:00 pm**