

Minutes of the Board of Directors of the Humboldt Lodging Alliance

Wednesday, July 30, 2014

Red Lion Hotel, Eureka, California.

Present: John Porter, Brad Laws, Shailesh Patel, Jesse Waldon, Gary Stone, Chris Ambrosini, Marc Rowley, Lowell Daniels, Tony Smithers

The meeting was called to order at 1:00 pm, and the first order of business was to welcome three new board members, Brad Laws (present), Nil Patel and Mike Reinman. Outgoing board members Raul Ainardi and Mike Morgan were publically thanked.

The proposal was then presented that the 2014-2015 Executive Committee be exactly the same as the previous year, with the substitution of Brad Laws for Raul Ainardi. Lowell Daniels made a motion to approve this slate of officers, when it was determined that a quorum of board members was not present. With the eight board members present approving this slate, two more board members were needed for the slate to be approved.

A discussion was held about changing the HLA bylaws to reduce the necessary quorum at board meetings and it was agreed to place this item on the October meeting agenda.

The July meeting agenda was then approved (Stone/Waldon/unanimous).

The minutes of the April 2014 board meeting were approved (Daniels/Rowley/unanimous) with the following questions and comments: 1) John Porter asked to confirm that the specific deliverables requested of the film commission (notification of board meetings and lodging website links) had been fulfilled before HLA funding was released to them, and 2) The board requested that a copy be circulated to them of the chair's letter in support of AB1835 (CA filming incentives).

The financial statement of June 30, 2014 was then presented and discussed, including the report of Community Tourism funds and Opportunity Marketing funds. The report was accepted (Daniels/Rowley/unanimous).

John Porter, Lowell Daniels and Gary Stone then gave a report for the Hiring Committee, which included the following:

- The position of HLA Marketing Manager had been advertised on Monster.com, local craigslist, the Western Association of CVBs website and the California Travel Association website.
- Over a dozen applications for the position were received, of which the committee chose three for in-person interviews.
- None of the interviewees were selected by the committee.

The committee then made its recommendation to the board that the search for an employee be changed into a search for a marketing agency to carry out the marketing role for the HLA. Marc Rowley commented that every destination is trying to reinvent itself and that he agreed an agency would be the

right choice for the HLA at this time. A motion to charge the Executive Committee with the job of agency search, with the assistance of marketing advisors Toni Dailey, Frank Whitlach and Neil Leddy, and with the participation of the full board when appropriate, was made and passed (Porter/Rowley/unanimous).

At this time, the board agreed to move up the Public Comment section of the meeting, and heard from representatives of the Eureka Police Department about vehicle burglaries that were taking place in the parking lots of Eureka hotels. Various statistics were shared, as well as some possible strategies to reduce vehicular break-ins. Marc Rowley said that in his role as chair of the Hospitality Committee at the Convention & Visitors Bureau, he would work with the city to help address this problem.

Previews of new video and photo content were then given by Malcolm deSoto and Gary Todoroff. Mr. deSoto shared his plans to provide online access to HLA video content so that the board (and a possible marketing agency) could review it. Mr. Todoroff answered questions about model releases for his images, stating that he obtains a release whenever the model would be recognizable in an image.

Tony Smithers then gave a report on visitor industry results, showing a strong Spring season in Humboldt County. He also reported on marketing activities at the Humboldt County Convention & Visitors Bureau, and in particular spoke about the Bureau's role in coordinating funds for an Airline Revenue Guarantee—a commitment that was requested by the City of Eureka and County of Humboldt which are the Bureau's two main funding sources. Because of this, Smithers said, the Bureau had to cut back on its online advertising with Google Adwords, and he made a formal request to the Humboldt Lodging Alliance to cover this expense. The board confirmed that this was an important source of lodging referrals and advised him to trim other areas of his budget so that the bureau could continue its Google Adword campaigns.

With no further time, the meeting adjourned at 3:00 pm

Respectfully submitted by Tony Smithers