

Humboldt Lodging Alliance

Meeting of the Executive Committee

Wednesday, March 8 2022, 1pm

ZOOM

Minutes

**Attendance: (In person attendance) Chris Ambrosini, Gary Stone, , Lowell Daniels,
(Via Zoom) John Porter, Donna Porter, Mike Caldwell**

Meeting Called to order: 1:32 PM

- I. **Welcome and Introductions.**
- II. **Agenda.** Motion to approve agenda from Lowell Daniels, second from Gary Stone, to approve the agenda for the Executive Committee for March 8, 2023.. Motion approved in a unanimous roll call vote.
- III. **Minutes.** Motion from Lowell Daniels with a second from John Porter, to approve minutes of the Executive Committee for December 7, 2022. Motion approved in a unanimous Roll Call vote..
- IV. **Financial Statement.** Chuck gave a brief overview explaining that all TBID funds have been paid through September 2022.. Motion to approve from John Porter with a second from Donna Hufford. For financials through February 2022, approved in a unanimous roll call vote..
- V. **Action Items**
 - 1)) Presentation for funding of Cannifest, a Music festival and Cannabis event scheduled for September 8-10 2023 at Halverson Park in Eureka. The Recommended action: Discuss and vote to approve/disapprove/or modify/ funding for Cannifest. The funding request was for \$69,000. A presentation was provided by Steve Grieder of Cannifest. The funding outlined by Cannifest called for the funds to be utilized for marketing. Of the \$69,000 requested, Cannifest asked that HLA provide \$25,000 in marketing services, and the rest of the \$44,000 would be provided to Cannifest for specific marketing purposes. John Porter made a motion to approve funding with the caveat that Cannifest will provide a full report after the event. The motion was seconded by Lowell Daniels. Motion approved through a roll call vote. Voting yes were Chris, Donna, Mike, John, and Lowell, with a no vote from Gary.

- b) Request for funding a new HumboldtLodging.com website. The Recommended action: Discuss and vote to approve funding for the new site. Chuck presented a commitment of \$5,500. To NyZik Communications. A motion to approve was made by Lowell Daniels with a second from Donna Hufford. The motion was approved with a unanimous roll call vote.

- c) Proposal from Outfront Advertising, presented by Sabrina Trammell, for 10 rotating digital billboards throughout the Bay Area for 4 weeks to run in March/April. \$10,000 investment. Recommended action: Discuss and vote to approve/disapprove funding. After discussion, the EC decided to add additional weeks and budget to extend the program to run for 10 weeks beginning March 27 through the Memorial Day weekend for \$25,000. Motion made by Lowell with a second from Lowell to invest \$25,000 with the Marketing Committee approving artwork.. Motion approved by unanimous roll call vote.

VI. Humboldt/Del Norte Film Commission midyear report. Cassandra Hesseltine, Film Commissioner, Provided an update on Film Commission activities and events in the last year. The Craftsman series 2 was filmed, Guy Fieri was here filming, a Jesse Eisenberg feature film and several other projects. Coming soon is an Indy Film project in the Spring, a studio feature film in the Fall. The Forrest Mon Festival will happen June 2-3.

VII. Director Reports- No Director Reports

VIII. Public Comment: No Public Comment

IX. Adjournment 4:20 pm.