

AGENDA

HLA Executive Committee

Location: **Red Lion Hotel**
1929 Fourth Street
Eureka, CA

Time: **Wednesday, April 8, 2015**
1:00 pm to 3:00 pm

Members of the public may address the HLA Executive Committee on any agenda item. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

- I. CALL TO ORDER & ROLL CALL
- II. MEETING MINUTES Approve/comment on minutes of March meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Review March Financial Statement**
Recommended action: Receive report on March finances including Community Tourism fund activities, and direct staff accordingly.
 2. **Launch Party Feedback**
Board chair Chris Ambrosini has requested the committee's feedback on the HLA campaign launch party held on March 25. Recommended action: discuss personal feedback as well as that received from others who attended the event; develop campaign recommendations and agency direction, and instruct staff and agency committee accordingly.
 3. **Agency Committee Report (Daniels, Stone, Smithers)**
The Agency Committee will report on their work with Misfit, including the campaign launch, media plan, website and other activities.
 4. **Communications with Assessed Businesses**
Staff recommends planning a regular form of communication with HCTBID assessed lodgings to inform them of marketing campaign details as they develop, as well as other HLA activities. Recommended action: discuss and set policy; instruct staff accordingly.
 5. **2015 Board Elections**
HLA board elections are held each June, and this year nine board seats are up for election. During May, nominations to run for the board are sought from HLA assessed businesses. Recommended action: appoint a 2015 nomination committee to work with staff.
 6. **April 29 Board Meeting.**
Recommended action: Determine town/venue for board meeting; suggest agenda items and direct staff accordingly.
- V. OLD BUSINESS
 - a. Assessment and Bed Tax Compliance
 - b. Video and photo shoot lists
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS