

# AGENDA

# HLA Executive Committee

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

Time: **Wednesday, April 13, 2016**  
**12:00 noon to 2:00 pm** **PLEASE NOTE NEW TIME**

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. Humboldt Steelhead Days Follow Up Report**

Receive presentation from Dave Feral, Don Banducci, & Emmanuel Rose on the 2016 event.  
Recommended action: receive report and provide feedback.

- 2. 2016 Marketing Campaign**

Misfit campaign report for March 2016 is attached, as well as creative and media cost reports.  
Recommended action: discuss campaign direction and develop feedback to be communicated through the agency subcommittee.

- Prop 26 Legal Challenge to TMDs; Support Requested from California Travel Association**

A lawsuit pending in San Diego has prompted Cal Travel and Civitas to plan for contingencies; all state TMDs have been asked to contribute to a defense fund. Note: Civitas will provide full background and plans when they meet with the HLA board in the coming weeks. Recommend action: discuss and decide whether HLA will contribute to the defense fund.

- 3. Engagement of Civitas for District Renewal**

An engagement letter from Civitas is included in the committee packet. Recommended action: approve the letter, have it signed by the board president, and direct staff accordingly. Select the date for a special committee meeting to meet with Civitas representatives.

- 4. Review March Financial Statement\***

Recommended action: Receive report on March finances including Community Tourism fund activities, and direct staff accordingly.

- 5. Ongoing Projects**

- Video content use: Godwit Days
- Front desk kit distribution
- Hospitality training follow up

- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS