

AGENDA

Humboldt Lodging Alliance Executive Committee Monthly Meeting

Location: **Red Lion Hotel**, 1929 Fourth Street, Eureka, CA
Date: **Wednesday, February 12, 2014**
Time: **2:00 pm to 4:00 pm**

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

- I. CALL TO ORDER
- II. ROLL CALL
- III. DECEMBER MEETING MINUTES*
Recommendation: Approve/comment on last meeting's minutes
- IV. AGENDA APPROVAL
Approve/modify the following agenda for February 2014
- V. OLD BUSINESS
Board retreat notes and priorities
- VI. ACTION ITEMS
 1. **Review January Financial Statement***
Recommended action: Receive report on January finances and direct staff accordingly.
 2. **Destination Photography**
Receive presentation and proposal from Nick Adams for destination photography in conjunction with the "Four Seasons of Humboldt" video project.
 3. **HCCVB Board Response***
The visitor bureau board of directors has approved its response to the HLA's requests to: 1) Reorganize the Marketing Committee and 2) Hire a Marketing Director. During its February 4 planning session, the board developed an action plan of organizational changes to deliver enhanced marketing services to the HLA and other stakeholders.
Recommended action: Comment, approve and schedule joint meeting of HLA and HCCVB boards.
 4. **Community Funding**
 - a. Receive update on Stone Lagoon Visitors Center
 - b. Discuss strategies to encourage Community Funding applications
- VII. PUBLIC COMMENT PERIOD
- VIII. MEETING ADJOURNS

*Document attached