

AGENDA

HLA Executive Committee

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

Time: **Wednesday, December 14, 2016**
12:00 noon to 2:00 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 November meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **2017 Marketing Campaign**

The 2017 campaign proposal was presented by the Misfit Agency at the November meeting.
Recommended action: Discuss the campaign as presented, approve all or part of proposed plan, and provide feedback and direction to the agency.
 2. **Destination Video Previews**

Committee preview of the three destination videos created by the Misfit Agency. Recommended action: preview videos, develop feedback, discuss use and distribution.
 3. **TBID Renewal**

Report on progress and procedure for renewal of the Humboldt County Tourism Business Improvement District. Recommended action: Receive report and provide direction.
 4. **Review November Financial Statement***

Recommended action: Receive report on November finances including Community Tourism fund activities, and direct staff accordingly.
 5. **Ongoing Projects & Old Business**
- V. DIRECTOR ANNOUNCEMENTS
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS