

# AGENDA

---

## Humboldt Lodging Alliance Executive Committee Monthly Meeting

Location: **Red Lion Hotel**, 1929 Fourth Street, Eureka, CA  
Date: **Wednesday, February 19, 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. **Liaison with Public Land Agencies** (Caldwell)  
Review and consider appointing person(s) to speak with agencies ie: BLM, Redwoods National Park etc to allow HCCVB to have link on their websites with reciprocal privileges.
  5. **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