

AGENDA

HLA Executive Committee

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

Time: **Wednesday, February 10, 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 December meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Follow the Magic Website**
Receive presentation of revised website from Matt Kolbert of the Misfit Agency. Recommended action: approve site for soft launch; provide direction for ongoing development.
 2. **2016 Marketing Campaign**
Recap of marketing elements approved by agency subcommittee; progress report by Matt Kolbert; discussion of related issues. Recommended action: receive report, provide direction and approve or disapprove additional budget items.
 3. **County Regulation of Vacation Rentals**
The County of Humboldt is looking at developing zoning and regulation for vacation rentals, which currently operate in violation. Recommended action: receive report, discuss and develop HLA position; direct staff accordingly.
 4. **Release of HLA Video Content**
With first use of the Malcolm deSoto video by the Misfit Agency now accomplished, the Humboldt County Convention & Visitors Bureau is now seeking permission to use this content for publicity, social media and other marketing projects to drive overnight visitors to Humboldt County. Recommended action: grant permission for HCCVB to use this video content.
 5. **Review January Financial Statement***
Recommended action: Receive report on January finances including Community Tourism fund activities, and direct staff accordingly.
 6. **Ongoing Projects**
Airbnb etc.
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS