

AGENDA

HLA Executive Committee

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

Time: **Wednesday, June 17, 2015**
1:00 pm to 3:00 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 April meeting
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
 1. **Review May Financial Statement***
Recommended action: Receive report on May finances including Community Tourism fund activities, and direct staff accordingly.
 2. **California Welcome Center Report** (20 minutes)
Sandy Scott, director of the Arcata Chamber of Commerce and the California Welcome Center, will provide an update on Center activities, its challenges, and changes being considered by their board of directors.
 3. **Destination Video Project*** (20 minutes)
Malcolm deSoto of Runaway Kite Productions will provide a wrap-up report and presentation of destination video he has shot for the "Four Seasons of Humboldt."
 4. **Funding Request from Kayak Zaks***
The Trinidad and Northern Humboldt committees of the Humboldt Lodging Alliance have approved two-thirds of the funding request from Kayak Zak's for operation of the Stone Lagoon Visitors Center. Recommended action: consider funding remaining one-third of request from HLA Opportunity Marketing Funds. (Note; Marna Powell will not be able to attend the meeting).
 5. **Follow the Magic Campaign Assets**
As requested the Misfit Agency has parked videos, ads and other pieces of the Follow the Magic campaign on a website for the HLA to access. Recommended action: Discuss and develop a policy for who shall have access to these materials, and direct staff accordingly.
 6. **2015 Board Ballot***
Requested action: Approve the 2015 HLA board ballot for immediate mailing
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS