

# AGENDA

# HLA Executive Committee

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

Time: **Wednesday, June 8, 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 April meeting (May meeting was cancelled).
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
  1. **The Misfit Agency Report** (12:10 to 1:00 pm)  
Update from the agency on the Follow the Magic campaign, plus suggestions for additional advertising expenditures during the second half of 2016. Recommended action: receive report, discuss and decide.
  2. **Humboldt/Del Norte Film Commission funding request\*** (1:00 pm, 10 minutes)  
Recommended action: discuss board presentation received May 3 and the formal application (attached); approve funding.
  3. **Humboldt Botanical Gardens funding request\*** (1:10 pm, 20 minutes)  
Board members will present their marketing project to increase overnight stays, and request HLA support. Recommended action: Receive presentation, discuss and decide.
  4. **Review May Financial Statement**  
Recommended action: Receive report on May finances including Community Tourism fund activities, and direct staff accordingly.
  5. **Ongoing Projects**
    - 2016 Board Election
    - Front desk kit distribution
    - Hospitality training follow up
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS