

Humboldt Lodging Alliance

Meeting of the Executive Committee

WEDNESDAY MAY 5, 2021 10AM

ZOOM Meeting

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 3 minutes.

AGENDA

- I. CALL TO ORDER
- II. AGENDA APPROVAL: Approve/modify the agenda for May 5, 2021.
- III. ACTION ITEMS
 - A. **April Meeting Minutes.** Recommended action. Examine and vote to approve/modify the minutes from the April 7, 2021 meeting.
 - B. **Financials.** Recommended action. Examine and vote to approve of April financials.
 - C. **Film Commission Funding Request.** Recommended action. Discuss and vote to approve/disapprove the Film Commission's funding request.
 - D. **LAT 40 Collective Marketing Contract.** Recommended action. Discuss and vote to approve/disapprove LAT 40 Collective's marketing contract.
- IV. DISCUSSION ITEMS
 - A. **Richard Stenger Presentation.** Richard will present a proposal for working under the HLA umbrella to cut overall costs to the group.
 - B. **Marketing Update.** Chuck will give an update on HLA's marketing.
 - C. **Board Decision on Executive Committee Spending.** Discuss the recent decision by the Board to limit Executive Committee spending to \$75,000.
 - D. **Redwood Sky Walk Update.** Gary and Chuck will give an update on the Redwood Sky Walk.
- V. DIRECTOR REPORTS
- VI. PUBLIC COMMENT PERIOD

ADJOURNMENT

