

AGENDA

Humboldt Lodging Alliance

Executive Committee Monthly Meeting

Wednesday, November 13, 2013

Location: **Red Lion Hotel**
1929 4th Street, Eureka, CA
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

- Chris Ambrosini, Chair
- Marc Rowley, Vice Chair
- Lowell Daniels, Chair Elect
- Donna Hufford, Secretary-Treasurer
- Gary Stone, Director
- John Porter, Director
- Mike Caldwell, Director
- Raul Ainardi, Director

- III. OCTOBER MEETING MINUTES*
Recommendation: Approve/comment on last month's minutes

- IV. AGENDA APPROVAL
Approve/modify the following agenda for November 2013

- V. OLD BUSINESS
There is no old business

- VI. ACTION ITEMS

- 1. Review October Financial Statement***

- Recommended action: Receive report on October finances and direct staff accordingly.

- 2. Event Coordination**

Discussion: Does the HLA want to hire an event coordinator (independent contractor) and if so, what would this person be tasked with accomplishing?

Recommended action: Decide and direct staff accordingly.

3. Tourism Video Production

Review shoot list, plan and Request for Proposals prepared by staff. Discussion: Should this RFP be sent to other contractors besides the Humboldt Made team?

Recommended action: Finalize shoot list, plan and RFP, and direct staff accordingly.

4. Winter Campaign

Receive preliminary plan and creative strategy for the winter campaign.

Recommended action: Approve or modify campaign details.

5. January HLA Board Retreat

Discuss agenda and format for upcoming Board Retreat in Shelter Cove. What are the outcomes/deliverables desired from the retreat that we can communicate to the facilitator, John Poimiroo. Recommended action: Develop outcomes and direct staff.

VII. PUBLIC COMMENT PERIOD

VIII. MEETING ADJOURNS

*Document attached