

# AGENDA

# HLA Executive Committee

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Location: **Red Lion Hotel, 1929 4<sup>th</sup> St, Eureka, California**

Date: **Wednesday, September 10, 2014**

Time: **1:00 pm to 3:00 pm**

Members of the public are welcome to attend and 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. AUGUST MEETING MINUTES Approve/comment on last meeting's minutes
- III. AGENDA APPROVAL Approve/modify the following agenda for September 2014
- IV. ACTION ITEMS
  1. **Unfinished Business**
    - Brown Act Training
    - Grand Jury Response
    - 2014-2015 Meeting Locations
  2. **Review August Financial Statement**

Recommended action: Receive report on August finances and direct staff accordingly.
  3. **Executive Directors Report**
    - a. Google Adwords campaign
    - b. Airline recruitment project
    - c. Cruise ships to Eureka
  4. **Marketing Agency Evaluation**

Presentations and proposals from Augustine Ideas and Misfit have been scheduled for September 26. What guidance do we want to provide them for their proposals? (What budget, schedule and deliverables would we like to see?) Recommended action: Discuss and direct staff accordingly.
  5. **Content Marketing**

Bureau staff have researched this new form of digital marketing and its relevance to travel and tourism. They will recommend that the HLA includes content marketing in its marketing plans. Recommended action: receive report and discuss.
  6. **Executive Committee Reports**

At his or her option, each committee member can report on recent activities, issues and ideas for future consideration by the committee or board.
- V. PUBLIC COMMENT PERIOD
- VI. MEETING ADJOURNS