

# Humboldt Lodging Alliance

Meeting of the Executive Committee Minutes

WEDNESDAY APRIL 7, 2021 10AM

ZOOM MEETING

Present: Marc, Jeff, Gary, Chris, Mike, John, Nil, Shailesh, Lowell, Chuck

- I. **CALL TO ORDER.** Chris calls meeting to order at 10:07AM
- II. **AGENDA APPROVAL:** The agenda for April 7, 2021 is reviewed, modified and approved with a unanimous vote. (Nil/Jeff)
- III. **ACTION/DISCUSSION ITEMS**
  - A. **March Meeting Minutes:** The minutes from March 3, 2021 are reviewed and approved with a unanimous vote. (Marc/Jeff)
  - B. **Financials.** Chuck notes that they still haven't collected funds from the county and asks for direction from the group. The group agrees that Chuck and John will write a letter to the Finance Manager and cc the Board and CFO. The letter will be sent to the Executive Committee for review. Chris mentions that they are still reviewing the Sky Walk invoices. The financials from March 2021 are reviewed and approved with a unanimous vote. (John/Jeff)
  - C. **Film Commission Presentation.** Cassandra Hesseltine gives a presentation on the Film Commission. The Film Commission submitted a community funding request for \$60,000 to assist in the promotion and marketing of their "Map of the Movies" mobile app. John motions to approve the \$60,000 funding request. Chris does not allow the vote, because this agenda item does not have a call to action. The vote is scheduled for the next executive committee meeting.
  - D. **Standing Tall Updates.** Chuck presents the new Fortuna package. Chris notes that the media buy is in effect through the first week of June. Chris asks what Misfit's plan of action is for the media buy for April - June. Chuck says he will ask Matt from Misfit for specifics.
  - E. **LAT 40 Collective Marketing Contract.** Chris and Chuck present contract updates to the group. Gary asks about the adjusted 8 month budget. Chris notes to include the amount of monthly organic social media posts in the contract. Chris suggests a committee to work with LAT 40 on the HLA website redesign. Group agrees to send the updated contract to the attorney and then bring it to the Board for a vote.
  - F. **Redwood Sky Walk Update.** Gary updates the group on possible soft-opening and hard-opening dates in accordance with state COVID guidelines.
- IV. **Director Reports.** A special Executive Committee meeting is to be scheduled next week via email.
- V. **Public Comment Period.**

Meeting adjourned at 12:22PM