

Minutes of the Executive Committee of the Humboldt Lodging Alliance

Wednesday, August 13, 2014

Red Lion Hotel, Eureka, CA

Present: Donna Hufford, Marc Rowley, Brad Laws, Chris Ambrosini, Lowell Daniels, John Porter, Tony Smithers, Neil Leddy

The meeting was called to order at 1:00 pm, and began with review and approval of the July meeting minutes (Hufford/Rowley/unanimous).

The August meeting agenda was then approved as presented (Rowley/Hufford/unanimous).

Under Unfinished Business, Tony Smithers reported that he had the check ready for the HLA's funding of the Humboldt Del Norte Film Commission, and that the requested deliverables (notification of meeting times/locations, and lodging links added to website) had been completed. Marc Rowley asked how much funding the Film Commission was receiving from Del Norte County—Smithers did not know—and the committee authorized payment.

Also under Unfinished Business, the committee was asked for any preferences of meeting locations for the 2014-2015 fiscal year. They expressed a preference for keeping the HLA Board Meetings in the Humboldt Bay area to maximize attendance, but to hold Executive Committee meetings around the county. Staff was instructed to draft a meeting calendar for the committee's approval.

Next, the July financial statement was reviewed, including the proposed 2014-2015 budget. After some brief explanation that the budget was based on the prior year's assessment revenues and the fund outlays outlined in the Management District Plan, the statement and the budget were approved (Porter/Rowley/unanimous).

Following this, the bulk of the meeting was given over to a presentation by Augustine Ideas, a marketing agency that was interested in representing the Humboldt Lodging Alliance. Margo Robinson, Julie Amos and Sonny Mayugba went over Augustine's agency capabilities and some of their destination marketing experience. There were numerous questions from the committee which were mostly fielded by Mr. Mayugba.

Following this, the committee focused on the recent report of the Humboldt Grand Jury in which the Lodging Alliance was once again scrutinized. The gist of the report was concern over the proper fulfillment of contractual obligations, which the county had no mechanism for tracking, and the absence of meeting agendas and minutes on the Humboldt Lodging Alliance website. Mr. Smithers reported that these items had been on the website since April, 2014. In discussion, the committee also recognized that there was still the need to conduct Brown Act training for HLA board members. A motion to direct staff to draft a response to the Grand Jury report, to be approved by Chris Ambrosini, and to move ahead with planning of Brown Act training, was passed (Daniels/Porter/Unanimous).

The next item was consideration of a request by Six Rivers Rafting Company to use video footage commissioned by the Humboldt Lodging Alliance for its own marketing and public relations. Lowell Daniels felt that this would open the door for all to expect access to the HLA video content, which would dilute the impact of the video which was developed for marketing Humboldt County lodging. The committee agreed on a policy of withholding permission to use the content until after the HLA had used it for its own marketing programs. Staff was instructed to communicate this to all requestors.

The committee then approved a draft outline for the Humboldt Lodging Alliance 2013-2014 Annual Report (Daniels/Laws/unanimous).

Under Executive Committee reports, John Porter brought up the wild fires which are impacting travel in Southern Humboldt, and asked whether there were any publicity efforts being made to counteract this. The answer from staff and other committee members was no.

With no further time, the meeting was adjourned at 3:00 pm

Respectfully submitted by Tony Smithers