

Humboldt Lodging Alliance

Regular Hybrid meeting of the HLA Executive Committee
Wednesday, August 23, 2023 at 1pm

Minutes

Humboldt Lodging Alliance Executive Committee members

Directors attending in person:

Chris Ambrosini (Best Western Plus Humboldt Bay Inn, Eureka),
Lowell Daniels (Victorian Inn & Redwood Suites, Ferndale),

Directors attending via zoom from these locations:

Mike Caldwell, Inn of the Lost Coast 205 Wave Drive, Shelter Cove, CA, 95589

Donna Hufford- Roosevelt Base Camp 121130 US-101, Orick, CA 95555

John Porter- Benbow Historic Inn - 445 Lake Benbow Drive Garberville, CA 95542

Nil Patel- Holiday Inn Express- 815 W. Wabash Ave, Eureka, CA. 95501

Meeting called to order at 1:20pm

I. Approval/modification of the minutes for the July 12, 2023 meeting.

Motion to approve, Donna Hufford, Mike Caldwell second, unanimous approval through voice roll call.

II. Approval of Agenda for the August 23, 2023 meeting

Motion to approve, Mike Caldwell with a second from Donna Hufford. Unanimous approval through unanimous voice roll call

III. Approval of Financials through July 31, 2023

Motion to approve, Mike Caldwell with a second from Donna Hufford. Unanimous approval through unanimous voice roll call.

IV. Action items

- a) Report on refresh of the visithumboldt.com website and approval for the site to go live

Mike Caldwell congratulated the efforts of the Website Committee and introduced Joey Nizuk from Nizuk Communications, the visithumboldt.com website administrator. Joey took the group through the various sections of the website and all the new features of the site. Mike mentioned the website committee will remain involved ongoing to facilitate communication.

Motion to approve the site refresh: Lowell Daniels, second from Donna Hufford. Unanimous approval through a voice roll call.

V. Discussion items

- a) Cannifest update: Chuck reported that the media campaign from Misfit began on August 4, and early results were 1.2 million impressions and appx. 2,000 visitors in first two weeks. In addition, Cannifest has utilized marketing funds to advertise on many high profile Cannabis sites and publications.
- b) Discussion on HLA bank interest on funds. Chuck explained that an agreement was reached on an interest rate of 4.25 percent from Redwood Capital Bank on a new account. Chris mentioned that through negotiations, the HLA checking account is also earning 4%. Mike affirmed that the money is liquid and accessible at any time for any reason. Chris confirmed that this was the case.
- c) Matt from Misfit gave an update on HLA marketing. Matt mentioned that the campaign is constantly changing based on response, and provided the latest .30 second videos of the campaign. He mentioned the five campaign buckets, paid search, paid social media, digital display ads, television and organic social media all performing over benchmark. Matt mentioned that from March through May, when the campaign is running there are 42,000 unique visitors a month. When campaign drops off, the visits are 12,000 a month.

VI. Director Reports No director reports.

VII. Public Comment No public comment

VIII. Meeting adjourned at 1:53pm