

Humboldt Lodging Alliance

Meeting of the Executive Committee Minutes

WEDNESDAY DECEMBER 2, 2020 10AM

Zoom Meeting

Present: Chris, Lowell, Mike, Marc, Chuck, Gary, Shailesh

I. CALL TO ORDER

II. ACTION/DISCUSSION ITEMS

- 1) November Meeting Minutes examined. Motion to accept minutes and approved. *Lowell/Mike*
- 2) December Meeting Agenda. Motion to accept agenda and approved. *Lowell/Marc*
- 3) Financials: Motion to accept November financials and approved. *Marc/Mike*
- 4) Standing Tall Updates: Chuck presents updated video for Ferndale and the new Natural Social Distancing video. The group asked for more work to be done on Ferndale video. Chuck agreed that he would reassess the Ferndale video.
- 5) Chuck discussed redesign of the current HLA website. Chuck said he plans to have a website budget proposal and design examples by February 2021. Additionally, Chuck briefly discussed a budget for continuing creative work for the Standing Tall Campaign moving forward.
- 6) Board Meeting Date: Motion to have Board Meeting on December 16, 2020 and approved. (Chris/Lowell)
- 7) Committee Reports:
 - a. Update on Bylaws committee given by Chris, Chuck and Mike. Motion to accept bylaws and approved. *Mike/Marc*

Meeting adjourned