

Minutes of the Executive Committee of the Humboldt Lodging Alliance
Wednesday, July 9 2014
Red Lion Hotel, Eureka, California

Present: Lowell Daniels, Gary Stone, Mike Caldwell, John Porter, Donna Hufford, Tony Smithers

In the absence of chair Chris Ambrosini, the meeting was called to order by Lowell Daniels at 2:00 pm.

The minutes of the June Executive Committee meeting were examined, and Gary Stone asked for clarification about the video/photo shoot list for Summer. With this, the minutes were accepted (Caldwell/Porter/unanimous).

Following this, the agenda for the July meeting was approved without change.

The HLA financial report for June, 2014 was presented, comprising both the accountant's June 30 statement and the Executive Director's report of Community and Opportunity Marketing funds expended. The minimal activity included funding of the Ink People for marketing Open Studios, and payments to the video and photo vendors. Smithers also pointed out the reimbursement made to the City of Fortuna for their over-payment of assessment revenues in the first quarter. The report was then accepted (Porter/Caldwell/unanimous).

Under Unfinished Business:

- The video & photo shoot committee reported that they had met with Malcolm deSoto and Gary Todoroff and assigned a list of events and attractions to shoot over the summer. The committee made sure that they would have access to the Redwood Run.
- A letter of agreement with the Humboldt/Del Norte Film Commission to confirm their funding of \$20,000 and the HLA's expectations was reviewed and approved. The committee directed staff to withhold payment until several requirements spelled out in the letter were met. Donna Hufford recommended paying half the amount until the items are handled. The motion to approve the letter, with the specific instructions that 50% funding will be released upon receipt of the film commission board meeting dates and locations, and 50% upon completion of requested website changes, was passed (Hufford/Caldwell/unanimous).
- The previous month's presentation by Fly Humboldt was discussed and Smithers reported on the Visitor Bureau's progress with coordination of the airline revenue guarantee funding. John Porter said that the airline's revenue target should be based on passenger count so that the actual success or failure of the route could be estimated.

Next, the results of the 2014 board election were reviewed. It was reported that very few write-in candidates were received, and that three new board members were elected: Mike Reinman in Trinidad and Brad Laws and Neil Patel in Eureka. Mike Caldwell asked for copies of the ballots be made and sent to him for review. The makeup of the board officers/executive committee was then discussed, and the motion was made to recommend to the board the same slate of officers for 2014-2015 as served in

2013-2014, with the substitution of Brad Laws for Raul Ainardi. The motion passed (Caldwell/Stone/unanimous).

The HLA Marketing Manager Hiring Committee then reported its activities to the Executive Committee:

- The job description had been reviewed and approved.
- The job had been posted on Monster.com, craigslist, Western Association of Convention & Visitors Bureaus, and California Travel Association websites.
- A total of 12 resumes had been received and reviewed by the hiring committee.
- Two candidates had been interviewed by the hiring committee.

The hiring committee (John Porter, Gary Stone and Lowell Daniels) reported that they did not feel any of the candidates met the specific needs of the HLA; while one candidate was enthusiastic and full of ideas, his salary requirements were 50% higher than that being offered for the position. The committee's recommendation was to abandon the search for a staff person and instead to seek a highly qualified marketing agency to represent the Humboldt Lodging Alliance. Mike Caldwell said that if the HLA works with an agency it is still important for our local marketing advisory group (Toni Dailey, Neil Leddy and Frank Whitlach) to be involved. The motion was made to instruct staff to begin contacting agencies who may want to work with the HLA (Stone/Porter/unanimous). Lowell Daniels added that time is of the essence. An ad hoc agency committee of Stone, Caldwell, Porter and Hufford was named, and staff was asked to make sure that the marketing advisory committee members were asked to attend agency meetings and presentations.

Next, the Executive Committee set the agenda for the July 30 HLA board meeting, directing staff to include the following agenda items:

- Video and photo updates from deSoto and Todoroff (15 min)
- Approval of board officers and Executive Committee members
- Update on Marketing Manager search and agency recommendations
- Community funding report
- Report on annual HLA finances
- Report on destination occupancy, etc. and including our competitors
- Report on visitors bureau marketing and activities

With the additional direction to change the start time of HLA meetings to 1:00 pm, the above agenda was approved (Stone/Porter/unanimous).

With no further time, the meeting adjourned at 4:00 pm

Respectfully submitted by Tony Smithers.