

Minutes of the Executive Committee of the Humboldt Lodging Alliance, meeting Wednesday, June 6, 2018 at the Red Lion Hotel, Eureka, California

Present: Chris Ambrosini, Shailesh Patel, Lowell Daniels, Gray Stone, Tony Smithers

The meeting was called to order at 12:30 pm by Chris Ambrosini.

The agenda for June, 2018 was approved as submitted (Daniels/Stone/unanimous).

The minutes of the May meeting were approved as submitted (Stone/Ambrosini/unanimous).

The 2018 board of directors ballot was approved, including all individuals who had received nominations (Daniels/Stone/passed).

The committee agreed to address changes to the Management District Plan and HLA bylaws at the July meeting.

The committee discussed a request by Misfit to use HLA campaign creative for a new website of the Southern Humboldt Business and Tourism Bureau. The committee felt they needed more information about the intended use, and wanted the SHBTB to come and ask in person.

Tony Smithers distributed a draft proposal for the Eureka-Humboldt Visitors Bureau to create an "HLA Event Coordinator" position. He was instructed to put this item on the July agenda.

The Financial Statement for May 31, 2018 was approved as submitted.

Under Old Business, Gary Stone reported that the Eureka committee would be meeting with an attorney next week to specify the terms and stipulations of the grant to the Sequoia Park & Zoo.

Under Old Business, the Misfit agency needed listing information for Humboldt lodgings, and Tony Smithers said he would provide it to them.

Under Old Business, Chris Ambrosini asked the committee if they wanted to extend the contract for the "bus wrap" advertising in San Francisco for three months. The committee did (Stone/Daniels/unanimous).

With no further business, the meeting adjourned at 2:20 pm.

Respectfully submitted by Tony Smithers