

Minutes of the Executive Committee of the Humboldt Lodging Alliance,

Wednesday, March 14, 2018

at the Red Lion Hotel, Eureka, California

Present: Shailesh Patel, Chris Ambrosini, Mike Caldwell, John Porter, Lowell Daniels, Marc Rowley, Donna Hufford, Tony Smithers

Guests: Ken Galarowicz, Greg Sparks, Miles Slattery, Linda Jo Alexander, Mike Dearden, Julie Benbow, Donna Wood, Gretchen Ziegler, Greenway Partners staff, Matt Kolbert, Cameron Tyler

The meeting was called to order at 12:06 and began with introductions of the committee members and the many guests in attendance.

The agenda for the current meeting was approved as submitted (Caldwell/Daniels/unanimous).

The minutes of the February meeting were examined and approved (Caldwell/Daniels/unanimous).

Under Action Items, the meeting began with an extensive presentation by guests representing the Sequoia Park & Zoo, the Zoo Foundation and the City of Eureka.

Eureka City Manager Greg Sparks began the presentation with an overview of the proposed project for which they were seeking funding support, a Canopy Walk at Sequoia Park and Zoo. He described it as "A trail suspended up in the redwood trees," and said it would be a regional attraction with a huge "wow factor." Sparks said the project was shovel ready with all studies and approvals taken care of.

Gretchen Ziegler and Julie Benbow then took over to relay the zoo's master plan and describe how the canopy walk fits in. With questions from the committee, their presentation become very technical covering construction, financing, parking, marketing and other issues.

Miles Slattery from City of Eureka and the staff from Greenway Partners filled in some missing information, and confirmed that the project was indeed shovel-ready.

The guests then departed and the committee discussed the project and funding request.

Marc Rowley said that the Canopy Walk would be at least a regional attraction, possibly even a state-wide attraction.

Shailesh Patel said that Greenway Partners, who would be the general contractors for the project, had already proven their reliability by completing the zoo's Watershed Heroes project on schedule and under budget. He felt confident that the project was actually shovel ready as described.

Chris Ambrosini said that the Humboldt Lodging Alliance should retain the services of an attorney in drafting any funding offer for this project, particularly to reel in expenditures which could get out of control in a design-build process. The committee also discussed the importance of making sure any funding provided was spent directly on the Canopy Walk project and not other parts of the zoo's master plan. Furthermore, it was discussed how the funding amount could be provided in stages, attached to the completion of different phases of the project.

Lowell Daniels made the motion to offer \$500,000 for the project from the HLA, contingent upon the Eureka HLA committee coordinating a further \$1 million in funding, as well as handling legal arrangements and costs to imbed the HLA's contingencies in its funding offer. Donna Hufford seconded the motion, which passed unanimously.

Next on the agenda was a presentation by Matt Kolbert of the Misfit Agency on a proposed design for a new Humboldt Lodging Alliance website. Kolbert went through the overall design and architecture of the proposed site, which was developed in close coordination with Gary Stone and Mike Caldwell who serve as the Website Committee. The site design was well received in general, though Marc Rowley, before he left the meeting, said he felt it was creating a "double headed monster" in that it duplicates the Eureka-Humboldt Visitors Bureau website.

Mike Caldwell moved and Chris Ambrosini seconded acceptance of the agency's new site design and budget. The motion carried unanimously.

Following this the committee members formally welcomed Ken Galarowicz as the new General Manager of the Red Lion Hotel.

The meeting adjourned at 2:20 pm.

Respectfully submitted by Tony Smithers