

Humboldt Lodging Alliance

Regular/hybrid meeting of the HLA Board of Directors

**Wednesday September 25, 2024 1:00 PM At the Victorian Inn 400 Ocean Ave, Ferndale,
CA 95536 • (707) 786-4949**

Or Join Zoom [https://us02web.zoom.us/j/88682021473?
pwd=N0RCVEtTbJYaSUuJ2dAb69OaFVi1d8.1](https://us02web.zoom.us/j/88682021473?pwd=N0RCVEtTbJYaSUuJ2dAb69OaFVi1d8.1)

Meeting ID: 886 8202 1473

Passcode: 891034

Humboldt Lodging Alliance Board of Directors

Directors attending in person,

Chris Ambrosini (Best Western Plus Humboldt Bay Inn, Eureka),

Lowell Daniels (Victorian Inn & Redwood Suites, Ferndale),

Shailesh Patel (Hampton Inn & Suites, Arcata),

Nil Patel (Holiday Inn Express & Suites, Eureka),

Gary Stone (Best Western Plus Humboldt Bay Inn, Eureka),

Mike Caldwell (Inn off the Lost Coast, Eureka)

Shailesh Patel (Hampton Inn, Arcata)

Lowell Daniels (Victorian Inn Ferndale)

Sherrie Potter (Hotel Arcata) (Arcata)

Pritesh Patel (Super 8 Fortuna)

Troy Ritchie (Carter House Inn)

Jayshree Patel (Comfort Inn, Eureka)

Directors attending via Zoom

Donna Hufford, (Roosevelt Base Camp)

Noor Mubeen, (Coho Cottages)

Einstein Perinbaraj, The Redwood Riverwalk Hotel)

Alpesh Natha (Quality Inn, Eureka)

Meenal Patel (Comfort Inn- Arcata)

John Porter (Benbow Inn and Resort, Garberville)

Members of the public may speak on any item appearing on the agenda, as the item comes up for consideration by the executive committee. In addition, for items not on the agenda, a public comment period is provided for in this agenda. All speakers will be allotted 3 minutes to speak unless the Chairperson allots additional time. Speakers are invited to state and spell their names but are not required to.

Public Comments submitted via email: To submit public comments to the Board please email Chuckleishmanhla@gmail.com, provide your name and the agenda item on which you wish to comment. All public comment submitted after the agenda has been published will be included with the record for that meeting after the fact.

Public Comments submitted via Zoom:

YOU WILL BE MUTED UNTIL YOU ARE CALLED UPON TO SPEAK.

Any written materials related to an item on this agenda submitted to the executive committee less than 2 hours prior to the meeting, and that are public records subject to disclosure, are

available for public inspection at 612 G St. suite 101 Eureka California, during normal business hours.

The meeting room at 400 Ocean Ave, Ferndale, CA, 95536 California is wheelchair accessible. If you need special assistance to participate in the meeting, please contact Chuck Leishman at (707) 845-9933 or email chuckleishmanhla@gmail.com. Requests for modifications or accommodations must be made at least two full business days before the start of the meeting.

HLA Board meetings will be conducted in an orderly, efficient manner, without willful disruption by any person(s) in attendance. The Board has the right to request that any person immediately stop the following conduct: 1) Willfully disrupting a meeting, 2) interrupting a person who is addressing the Board, or 3) preventing the Board from attending to the purpose of the meeting.

The agenda for this meeting is posted on humboldtlodgingalliance.org. Documents related to action items on this agenda are attached and available in the order in which they will be presented on the agenda.

I. Welcome and Introductions.

II. Roll Call, to determine a quorum. Confirmation of members attending meeting remotely.

III. Approval/ modification of minutes from the May 15, 2024 meeting.

IV. Approval/modification of the agenda for the September 25, 2024 meeting

V. Approval of financials through August, 2024

VI. Announcement of the 2024-2026 HLA Board of Directors

A ballot approved by the nomination committee was emailed to the HLA Membership on June 25, 2024. As per the HLA bylaws, if 25% or more of the HLA membership petitions to nominate another candidate within 30 days of the ballot date, then the candidate would be added to the final ballot. Since no petition came forward, the attached ballot represents the newly elected board and will be ratified by the Secretary/Treasurer, Nil Patel.

Board members elected to serve for the 2024-2026 term:

- Mike Caldwell, Inn of the Lost Coast -County South
- John Porter, Benbow Historic Inn- County South
- Alpesh Natha, Quality Inn- Eureka
- Jayshree Patel, Comfort Inn Eureka
- Lowell Daniels, Victorian Inn and Redwood Suites- Ferndale
- Gary Stone, Best Western Plus Humboldt Bay Inn, Eureka
- Donna Hufford, Roosevelt Base Camp- County North
- Meenal Patel, Comfort Inn- Arcata

The term for nine (8) Directors of the Humboldt Lodging Alliance (HLA) Board serving for the 2023-2025 term:

- Shailesh Patel, Hampton Inn – Arcata
- Sherrie Potter, Arcata Hotel – Arcata
- Chris Ambrosini, Best Western Plus Humboldt Bay Inn – Eureka
- Troy Ritchie, Carter House Inn – Eureka
- Nil Patel, Holiday Inn Express – Eureka
- Pritesh Patel, Super 8 – Fortuna
- Jeannie Jacobs, Best Western Plus Humboldt House Inn – County South
- Einstein Parinbara, The Redwood Riverwalk Hotel- Fortuna
- Noor Mulbeen, Coho Cottages- County East

Current Officers:

Chairman: Chris Ambrosini, BW Plus Humboldt Bay Inn, Eureka

Chair Elect: Lowell Daniels, Victorian Inn, Ferndale

Vice-Chair: John Porter, Benbow Historic Inn, Southern Humboldt

Secretary/Treasurer: Nil Patel- Holiday Inn Express, Eureka

VII. Vote on 2024-2026 Executive Committee members

Current members of the HLA Executive Committee Members are;

Chris Ambrosini, Mike Caldwell, John Porter, Nil Patel, Shailesh Patel, Donna Hufford, and Lowell Daniels,

Requested action: vote to retain these members for the 2024-2025 term.

Report on the Board and Executive Committee actions. Requested action: receive report, ask questions and provide direction as appropriate.

- a) As of July 17, 2024 HLA funded \$25,000 for the Paradise Royal Mountain Bike Race in Shelter Cove, October 4 and 5. \$12,500 was funded by HLA Southy, and \$12,500 was funded by HLA Marketing
- b) As of May 15, 2024, HLA funded The Humboldt Del Norte film Commission \$75,000.
- c) As of May 15, 2024, HLA funded the County of Humboldt \$10,000 to upgrade the photography and video components of the Humboldt County Parks and Rail system.

VIII. Action Items

- a) Discuss additional language on the Community Funds application for HLA funding, Recommended Action: Chris will appoint a committee to approve the additional language.

IX Presentations

- a) Matt from Misfit will provide a summary of marketing activities to date.
- b) Joey Nyzuk from Nyzik Communications will provide a summary of performance of visithumboldt.com website

X. Director Reports. HLA directors can weigh in on developments of activities in HLA regions.

XI. Public Comment: Public may comment on non-agenda items with a time limit of 3 minutes.

XII. Adjournment

