

Humboldt Lodging Alliance

Meeting of the Board of Directors

Wednesday, May 15, 2024, 1:30pm

Meeting held at 612 G St. Eureka, CA 95001

Minutes

Members attending in person

Chris Ambrosini, Managing Partner, Best Western Plus Humboldt Bay Inn

Shailesh Patel, Owner, Hampton Inn and Suites, 4750, Valley West Blvd., Arcata, CA. 95521

Lowell Daniels, Owner, Victorian Inn & Redwood Suites

Gary Stone, Owner, Best Western Plus Humboldt Bay Inn

Sherrie Potter, General Manager, Hotel Arcata,

Troy Ritchie, General Manager, Carter House Inn, 301 L. Street, Eureka, California, 95501

Members Scheduled to attend via zoom from these locations:

John Porter, Managing Partner, Benbow Inn and Resort, 445 Lake Benbow Drive, Garberville, CA. 95542

Mike Caldwell, Owner, Inn of the Lost Coast, 205 Wave Drive, Shelter Cove Drive, CA. 95589

Donna Hufford, Financial, Manager, Owner, Roosevelt Base Camp. 121130US 101 Orick CA. 95555

Noor Mubeen, Owner, Coho Cottages, 76 Willow Road, Willow Creek, CA. 95573

Meenal Patel Comfort Inn- Arcata, 4700 Valley W. Blvd. Arcata CA 95521

Meeting called to order at 1:25pm

I. Approval/ modification of minutes from the January 31, 2024 meeting.

Motion to approve Lowell Daniels, second from John Porter. Unanimous approval through a roll call vote.

Approval/modification of the agenda for the May 15, 2024

Motion to approve: Donna Hufford, second from Mike Caldwell. Unanimous approval through a roll call vote

Approval of financials through April, 2024

Motion to approve: Lowell Daniels, with a second from Mike Caldwell. Unanimous approval through a roll call vote

VII Action items

- 1) Matt Kolbert from Misfit provided a proposal for the production of an updated refresh of the successful Humboldt Area Guides. Funding approved through a unanimous roll call vote.
- 2) Cassandra Hazeltine Humboldt/Del Norte film commissioner gave a proposal for \$75,000 in funding the commission for 2024-2025. Funding was approved through a unanimous roll call vote.
- 3) Scott Adair, economic development for Humboldt County requested \$10,000 to upgrade the photography and video components of the Humboldt County Parks and rail system on the Humboldt County website. Funding was approved through a unanimous roll call vote.

IX. Director Reports. There were no director reports

X. Public Comment- no public comment.

XI. Adjournment 3:30 pm