

**Humboldt Lodging Alliance
Special Meeting of HLA regional groups**

HLA/North, Eureka HLA, Arcata

Wednesday, May 22, 2024, 1pm, at the Holiday Inn Express, Eureka

Minutes

Directors attending in person

From Eureka:

Chris Ambrosini, Best Western Plus Humboldt Bay Inn, Eureka

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

Jayshree Patel, (Comfort Inn, Eureka)

From Arcata:

Shailesh Patel (Hampton Inn, Arcata)

Sherrie Potter (Hotel Arcata, Arcata)

Directors attending via zoom from these locations.

Donna Hufford- Roosevelt Base Camp, Orick, CA. representing HLA
North

Directors attending via phone:

Nil Patel: (Holiday Inn, Eureka) representing Eureka HLA.

Meeting called to order at 1:20 pm

1. Agenda-

To listen to a proposal for funding of Rumble Over the Redwoods, a new airshow proposed for August 10-11, 2024 at the Humboldt County Airport. Three HLA regional jurisdictions were represented for this meeting, Arcata HLA, Eureka HLA, and County North. The presentation was given by Dennis Dunbar, event organizer, along with Justin Zabel of Mercer Frazier, and Cody Roggatz of the Humboldt County Airport. Clarification was put forth that the funding request was for \$150,000 from each of HLA regions represented at the meeting; \$450,000 was the total requested from the 3 HLA region combined for Rumble over the Redwoods.

The HLA groups present were in agreement to help fund this exciting new event in some form. There was much discussion about the event. Questions about the timing of the event were brought forth. Gary Stone asked why the event is slated for the month of August. Summer is the time of year when hotels are full. Nil Patel mentioned that if hotel rooms were all full, the rates can be increased. The question was asked by Chris if the event could be moved in future years to a shoulder season like in the fall. Shailesh Patel mentioned that an event this size will give Humboldt positive mentions and PR, all over the country. Concerns were raised that \$450,000 was too much money. Sherrie Potter was in favor of Arcata funding but wondered if the airshow would still happen if the event only received partial funding, or if there were other issues, like weather, that could cause event cancellation. Cody Roggatz explained that the County would do whatever they could to make customers happy. Money invested by HLA would not be refunded.

Because the confusion on the actual dollar amount of funding being requested from HLA, there was no vote and no action taken on funding at this meeting.

Another meeting to determine what each HLA region would invest in *Rumble over the Redwoods* was scheduled for May 29, 1pm at the Holiday Inn Express in Eureka.

Meeting adjourned 2:30p