

# **Humboldt Lodging Alliance**

Regular/hybrid meeting of the HLA Board of Directors

**Wednesday, February 5, 2025 1pm. Eureka Chamber of Commerce 612 G St Eureka, CA**

## **Or Join Zoom**

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pwd=jKI8M5X9oAgvkxmABRL9uQ0bkg0PJR.1](https://us06web.zoom.us/j/87095680481?pwd=jKI8M5X9oAgvkxmABRL9uQ0bkg0PJR.1)

Meeting ID: 870 9568 0481

Passcode: 057583

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Find your local number: <https://us06web.zoom.us/u/kdBZjlvBW>

## **Humboldt Lodging Alliance Board of Directors**

### **Directors attending in person:**

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

**Donna Hufford**, (Roosevelt Base Camp, Orick)

**Shailesh Patel** (Hampton Inn & Suites, Arcata)

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

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

**Jayshree Patel** (Comfort Inn, Eureka)

**Alpesh Natha** (Bayside Inn, Eureka)

**Directors attending via Zoom**

**Donna Hufford**, (Roosevelt Base Camp 121130 US 101, Orick)

**Noor Mubeen**, (Coho Cottages 76 Willow Rd, Willow Creek)

**Mike Caldwell** (Inn of the Lost Coast, 205 Wave Dr., Shelter Cove)

**Einstein Perinbaraj** (The Redwood Riverwalk Hotel, 1859 Alamar Way, Fortuna)

**Meenal Patel** (Comfort Inn, 4700 Valley W Blvd, Arcata)

**John Porter** (Benbow Inn and Resort, 445 Lake Benbow Dr, 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, [Chris@humboldtbyinn.com](mailto:Chris@humboldtbyinn.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 CA, during normal business hours.

The meeting room at 612 G St Suite 101 Eureka, CA is wheelchair accessible. If you need special assistance to participate in the meeting, please contact Chris Ambrosini at (707) 443-2234 or email [Chris@humboldtbyinn.com](mailto:Chris@humboldtbyinn.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](http://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.**

**Chuck's passing**

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

**III. Approval/ modification of minutes from the September 25, 2024 meeting.**

**IV. Approval/modification of the agenda for the February 5, 2025 meeting**

**V. Approval of financials through January 2025**

**VI. Report on the Board and Executive Committee actions.**

There were no scheduled regular meetings since last board meeting.

A special closed session Executive Committee meeting was held regarding Chuck's employment/health. No action was taken. A hiring committee was formed consisting of John Porter, Gary Stone, Donna Hufford, and Chris Ambrosini to start the process of hiring a new Executive Director/Marketing Consultant. Chuck since passed away on December 27, 2025.

**VII. Presentations:**

- a) Matt Kolbert from Misfit will provide a summary of marketing activities to date of the past year. Also, an update on the visitor guides will be provided.
- b) Joey Nyzik from Nyzik Communications will provide a summary of performance of visithumboldt.com website

**VIII. Action Items:**

- a) Matt from Misfit will give update on our three year commitment of continuing our marketing initiatives for 2025. Recommended action: Discuss and vote to approve, disapprove, or modify the plan.
- b) Hiring Committee. After careful consideration, the Hiring Committee recommends this Job description for HLA Executive Director. Terms include the position offered as an independent contractor with a contract amount between \$80,000 to \$125,000 per year. The Committee requests a budget allowance of up to \$10,000 to advertise for the position. Recommended action: Discuss and vote to approve, disapprove, or modify the recommendation.
- c) Humboldt Del Norte Film Commission: Cassandra Hesseltine is requesting \$35,000 for Forest Moon Festival 2025. Recommended action: Discuss and vote to approve, disapprove, or modify, the request application.
- d) Community Fund Application/Agreement updated form: John Porter and Mike Caldwell will give an update on their findings for our application/ agreement for community funding. Recommended action: Discuss and vote to approve, disapprove, or modify, the new application.

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

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

**XI. Adjournment**