

Humboldt Lodging Alliance

Regular/hybrid meeting of the HLA Executive Committee

Wednesday, February 26, 2025, 1:00 PM.

Attend in person at 612 G St. Ste. 101, Eureka, or join on Zoom

Join Zoom Meeting

[https://us02web.zoom.us/j/83871569495?
pwd=ra6UvNbYHC9PpSydBsUdsFNAAJqTrT.1](https://us02web.zoom.us/j/83871569495?pwd=ra6UvNbYHC9PpSydBsUdsFNAAJqTrT.1)

Meeting ID: 838 7156 9495

Passcode: 676780

One tap mobile

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Humboldt Lodging Alliance Executive Committee

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),

Mike Caldwell (Inn of the Lost Coast, Shelter Cove),

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

Troy Ritchie (Carter House Inn, Eureka)

Directors attending via zoom from these locations:

John Porter, Benbow Historic Inn - 445 Lake Benbow Drive Garberville, CA 95542

Donna Hufford- Roosevelt Base Camp - 121130 US-101, Orick, CA 95555

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 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 612 G ST suite 101, Eureka, California 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. Requests for modifications or accommodations must be made at least two full business days before the start of the meeting.

HLA Executive Committee 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 July 17, 2024 meeting.

IV. Approval/modification of the agenda for the February 26, 2025 meeting

V. Approval of financials through January 2025.

VI. Action items

- A) Community Fund Application/Agreement updated form: John Porter and Mike Caldwell will give an update on their continued findings for our application/agreement for community funding. Recommended action: Discuss and vote to approve, disapprove, or modify, the new application.

- B) Bay Area Adventure Travel Show: Laura Lasseter, SHBVB and Natalynne DeLapp, HCGA will present for funding in the amount of \$8833 to attend the mentioned show. Recommended action: Discuss and vote to approve, disapprove, or modify the request.

- C) Humboldt Gateway to the Redwoods Skating Rink: Laura Lasseter, SHBVB, will present for funding in the amount of \$73,000 for the skating rink. Recommended action: Discuss and vote to approve, disapprove, or modify the request.

VII. Director Reports: HLA directors can weigh in on HLA regional developments.

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

IX. Adjournment