Humboldt Lodging Alliance

Meeting of the Board of Directors

Wednesday September 25, 2024, 1:05pm

Meeting Held at Victorian Inn 400 Ocean Ave, Ferndale, CA 707-786-4949

Minutes

Members attending in person

Chris Ambrosini, Managing Partner, Best Western Plus Humbolt Bay Inn, Eureka CA

Lowell Daniels, Owner, Victorian Inn & Redwood Suites, Ferndale CA

Sherri Potter, GM, Hotel Arcata, Arcata CA

Pritesh Patel, Owner, Super 8 Motel, Fortuna CA

Troy Ritchie, GM, Carter House Inn, Eureka CA

Members attending via zoom

Donna Hufford, Financial Manager, Owner, Roosevelt Base Camp, 121130 US101 Orick CA

Noor Mubeen, Owner, Coho Cottages, 76 willow Rd., Willow Creek CA

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

John Porter, Managing Partner, Benbow Inn & Resort, 445 Lake Benbow Dr., Garberville CA

Alpesh Natha, Owner, Bayside Inn, 1209 4th St., Eureka CA

Meeting called to order at 1:05 pm

III. **Approval/Modification of minutes from the May 15, 2024 Meeting**

Motion to approve John Porter, second from Sherri Potter. Unanimous approval through roll call vote.

IV. **Approval/Modification of the Agenda for today's Meeting Sept, 25, 2024**

Motion to approve Donna Hufford, motion was seconded, Unanimous approval by all in attendance.

V.   Approval of Financials through August 2024

Community reports for fiscal year (fiscal year ends June 30th) came through as well as addendum report July through August. Covers all fiscal year of last year and first two months of this year.

Financials reminder of 60/30/10 split

John Porter questions previous discussion on moving of funds from administrative fund to marketing fund. It was discussed in previous meeting, Chuck will follow up with accountant on proper procedure. Chuck will send notice to the board of his findings. Discussion of adding as a line item to future meeting agenda for official vote on moving funds. Lowell Daniels motions to approve moving of funds as it has already been discussed with the executive committee and do to length of time before next board meeting. Further discussion is had. It is decided to make a motion. Lowell Daniels motions, John Porter seconds. More discussion is had. Current balance in Administrative account $593,000.00. Motion is modified to include specific dollar amount of $400,000.00 to be moved from administrative account to marketing account on approval of standard accounting practices by the accountant. Lowell restates motion to include above information, John seconds, roll call vote takes place, unanimous approval.

Further discussion of financials takes place. Chris gives some clarification of funds given for "Rumble over the redwoods". Several meetings with the jurisdictions involved regarding "Rumble over the Redwoods" took place. Original ask was $150,000 and was presented, and an open meeting to the public was had. After further discussion it was realized there was some confusion and the ask was for $150,000 of each jurisdiction. At that time the meeting was stopped until another public meeting could be had to clarify amount requested. It was decided that each jurisdiction would vote on what it could give with the final numbers being, Arcata 150,000, Eureka 75,000, North 50,000, Fortuna 37,500 with a total given of 312,500.

Motion to approve financials: Sherri Potter, with a second from John Porter. Unanimous approval through roll call vote.

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

Chris Ambrosini reads the list board members from the 2023 - 2025 term and 2024 - 2026 term as listed in the agenda.

Short discussion is had regarding new ownership of the Best Western, Fortuna.

Chris Ambrosini announces: after the announcement of the Board took place and was ratified a board member, Jeanie Jacobs, resigned from her job position at the Best Western Humboldt House inn, Garberville CA. This opens up a board seat for southern Humboldt.

Mike Caldwell opens up discussion on the possibility of getting a second person in the North region to help Donna as there has been an increase in revenue for that area. As stipulated in the bylaws the "county" has 5 representatives. Currently 1 from the North, 1 from Willow Creek and 3 from the South. It is suggested that the South could give one of their 3 spots to the North, leaving the South with 2 spots. Donna and Chuck will meet and see if they can find another individual to fill that spot fot the North and then it will be brought to the Board.

Chris Ambrosini reads current Board as listed in the agenda.

VII. Vote on 2024 - 2025 Executive committee members

The current HLA executive committee Members are announced and it is asked if there is any changes requested to those committee members or request to vote to retain the current members from the 2024-2025 term.

Troy Ritchie expresses in interest in wanting to join the executive committee. Short discussion is had. Alpesh also expressed interest in joining the executive committee, ultimately Sherri Potter makes a motion to add Troy Ritchie to the executive committee; motion gets a second. Roll call vote takes place, all those attending in person vote yes, all those attending via zoom vote yes, with the exception of Mike Caldwell, he votes no. Vote passes 9 to 1 to add Troy Ritchie to the executive committee.

Chris Ambrosini expresses his interest in stepping down as chairman to allow someone new from the committee to take on that position.

Report on the Board and Executive committee actions: Open up question period for actions listed on the agenda; items A, B and C as approved by the Executive Committee.

VIII. Action Items

Appoint a committee to approve additional language on the community funds application for HLA. Items brough up for possible addition:

- upping our insurance / addendum clause requirements for sponsored events.

- create language that is more specific for applicants applying for funding to provide more hard numbers as opposed to rough estimates as well as better reporting on where the monies were spent and who the beneficiary is.

Chris appoints Mike Caldwell and John Porter to look into this and come up with some recommendations.

IX.   Presentations

a.) Matt and Lauren from Misfit give summary of marketing activities / discussion of annual meeting plan.

- yearly activity summary, total estimated impressions (before added value) 1 2.3 million views.

- Played latest 30 second slot video

- Performance / Television, in game spots purchased vs. in game spots delivered. Over 100k in added value 2024

- Performance / Digital Videos, Video completion rate benchmark 60%, HLA campaign 75%

- Creative Updates / Digital Banners, click through rate benchmark .08%, HLA campaign .11%

- Performance / Social media (paid), click through rate benchmark .08%, HLA campaign 1.60%

- Performance / Paid search, click through rate benchmark 5%, HLA campaign 5.5%.

- summary of performance digital impressions and web traffic

- summary of performance social media activity, upcoming content

- Other updates / Area guides, 12 area guides, added QR codes (trackable), new design, area maps included.

- Discussion on Misfit working on HLA logos

- Discussion on Marketing support in other areas

b.) Joey Nyzuk from Nye-Zik Communication presents the quarterly summary report on performance of the visithumboldt.com website April 1st - June 30th.

X.   Directors Reports

Lowell Daniels reports Ferndale "Scareatorium" was a success, and that same group is putting on a "Cemetery tour" event for the month of October that his jurisdiction contributed funds to.

Donna Hufford reports that Redwood National Park has been selected to host a celebration for Carters 100th birthday and invites all who wish to attend to the Orick Community Center.

Alpesh and Chuck report that they recently met with Cassandra of the Humboldt Film Commission in conjunction with Cal Poly Humboldt Student run Film Festival director for possible Film Festival for future dates.

XI.   Public Comment

No public comments

XII.   Adjournment

Meeting adjourned 3:45pm