

Humboldt Lodging Alliance

Regular Hybrid meeting of the HLA Executive Committee

Wednesday July 17, 2024 at 1:15pm

Meeting Held at 612 G Street Ste. 101 Eureka, CA 95501

Minutes

Humboldt Lodging Alliance Executive committee members

Directors attending in person:

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

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

Directors attending via zoom from these locations:

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

Meeting called to order at 1:15 pm

I. Approval/Modification of minutes from the March 6, 2024 Meeting

Motion to approve Donna Hufford, second from John Porter. Unanimous approval through roll call vote.

II. Approval/Modification of the Agenda for today's Meeting July, 2024

Motion to approve Lowell Daniels, second from Donna Hufford. Unanimous approval by all in attendance.

III. Approval of financials through June, 2024

Donna Hufford ask for clarification on line item on page 12 that lists "County Of Humboldt West" with \$177.00. This is discussed as possible error and Chuck will look into it.

Chris asks Chuck for an update on monies received and if we are up to date.

Chuck states we are up to date through the last quarter of the last year and the first 3 months of this year, with the exception of Rio Dell. Second quarter monies have not come in yet.

Motion to approve financials by Donna Hufford (with note that Chuck will look into what the "County of Humboldt West" is). Second from John Porter. Unanimous approval by all in attendance.

IV. Action Items

a) Request for 25,000 in funds for the Paradise Royale Mountain bike race. Mike Caldwell does brief introduction also as a representative of the Lost Coast Tourism Foundation, which is sponsoring this event "Paradise Royale Mountain Bike Race", Shelter Cove CA. Mike turns the floor over to Justin (JT) of Ruf Collective. JT discusses the success of various mountain biking events all over the US and how this is a market that is growing and attracting new followers and participants. JT presents slideshow on strategies Ruf Collective would use to market the event through various channels. With the objective being, participant sales, spectator attendance and boosting local lodging. Lowell discusses splitting the funding(\$25,000) between HLA central marketing fund and Southern Humboldt. Lowell motions to approve half funding pending Southern Humboldt agreeing to fund the other half. Second from Donna. Vote is taken through roll call, motion approved by all.

b) Request for funding for HLA storage unit. Chuck explains how HLA material is currently being stored and why there is a need for a better storage solution. John Porter motions to approve. Second from Lowell Daniels. Vote is taken through roll call, motion approved by all.

V. Discussion Items

a) Request add an agenda item to next meeting, moving of funds. Chris explains this request was added as a discussion item so it could be discussed between the executive committee before it was ultimately brought to the board as an agenda item for approval/disapproval and/or modification. It is further discussed that the 30% marketing fund has dropped; last year it had been at \$478,000 much of that was built up during the covid years when there was a halt on spending/advertising due to travel restrictions. Now that fund currently sits at \$194,000 (with an average spending of \$400,000 per year). Clarification is made on the difference between the monies currently listed in the agenda (700,000) for the 10% administrative fund vs. its actual current balance (575,000). This was due to interest being collected across all accounts that had been being deposited into the 10% administrative fund being moved into the 30% marketing fund instead as it was felt it was needed more in that area to maintain future funding.

Those in attendance agreed that marketing Humboldt is what the organization was created for and if there is an excess of money in the administrative account it makes sense to move some of that to the marketing account. All in attendance are in agreement to add moving funds as a line item in the next agenda meeting with the Board.

VI. Director Reports

Chris has brief discussion regarding "Rumble Over the Redwoods" and where those monies were coming from to help fund the event. Arcata 150,000, Eureka 75,000, North 50,000, Fortuna 37,500 with a total given of 312,500.

VII. Public Comment

Samantha expresses interest for Justin to include her correspondence on upcoming Bike Race, she would like to help market and promote.

Chris welcomes Ash as a newer hotel operator and Ash expresses his excitement about future involvement with HLA

VIII. Adjournment

Meeting adjourned at 2:45 pm

