

Humboldt Lodging Alliance

Regular/hybrid meeting of the Southern Humboldt Lodging Alliance, Ferndale Lodging Alliance, and Northern Humboldt Lodging Alliance

Tuesday, May 27, 2025 10am to 12pm

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

Join Zoom Meeting

Humboldt Lodging Alliance is inviting you to a scheduled Zoom meeting.

Topic: HLA Meeting for Individual Regional Meetings

Time: May 27, 2025 10:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

[https://us02web.zoom.us/j/83851633009?
pwd=JmY0LzfnQPA8p73AvE2vFTjWGSAjsM.1](https://us02web.zoom.us/j/83851633009?pwd=JmY0LzfnQPA8p73AvE2vFTjWGSAjsM.1)

Meeting ID: 838 5163 3009

Passcode: 766246

One tap mobile

+16699009128,,83851633009#,,,,*766246# US (San Jose)

+16694449171,,83851633009#,,,,*766246# US

Meeting ID: 838 5163 3009

Passcode: 766246

Find your local number: <https://us02web.zoom.us/j/kcvd0mwThh>

Southern Humboldt Lodging Alliance Committee (2 person)

Ferndale Lodging Alliance Committee (1 person)

Northern Humboldt Lodging Alliance Committee (1 person)

Directors attending in person:

10:00am Southern Humboldt Lodging Alliance Meeting:

John Porter, Benbow Inn, Benbow.

Mike Caldwell, Inn at the Lost Coast, Shelter Cove

11:00am Ferndale Lodging Alliance Meeting:

Lowell Daniels, Victorian Inn & Redwood Suites, Ferndale

11:30am Northern Humboldt Lodging Alliance Meeting:

Donna Hufford, Roosevelt Base Camp Hotel, Orick

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 FLA 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 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@humboldtbayinn.com. Requests for modifications or accommodations must be made at least two full business days before the start of the meeting.

HLA 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 the agenda for the May 27 separate meetings of SHLA, Ferndale LA, & NHLA

IV. Action items for Each of the three Meetings:

10:00am Southern Humboldt Lodging Alliance:

- A) 4th of July Fireworks: Yvonne Hendrix, Executive Director, Southern Humboldt Chamber of Commerce will present for grant funding in the amount of \$25,000. Recommended action: Discuss and vote to approve, disapprove, or modify the request.
- B) Reggae On the River: Amie McClellan, Mateel Community Center will present for grant funding in the amount of \$74,000 for Reggae on the River. Recommended action: Discuss and vote to approve, disapprove, or modify the request.

11:00am Ferndale Lodging Alliance:

- C) Ferndale Enterprise Souvenir Edition: Caroline Titus will present for grant funding in the amount of \$1,500 for an ad in the Edition. Recommended action: Discuss and vote to approve, disapprove, or modify the request.

11:30am Northern Humboldt Lodging Alliance:

- D) POWER CA 2025 Hospitality Support: Diana Rios, County of Humboldt-Economic Development Division, will present for grant funding in the amount of \$10,000 for support of the two day hospitality focused event. Recommended action: Discuss and vote to approve, disapprove, or modify the request.
- E) Orick Chamber of Commerce: Kimberly Frick, Orick Chamber of Commerce, will present for grant funding in the amount of \$4,000 to help sponsor/fund the Orick Rodeo. 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