

Humboldt Lodging Alliance

Regular/hybrid meeting of the HLA Board of Directors

Wednesday, August 27, 11:00 Am. Eureka Chamber of Commerce 612 G St Eureka, CA

Or Join Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/85052321505?pwd=I3G0abLBe71GTRh1q7ywwzveRalm0Vh.1>

Meeting ID: 850 5232 1505

Passcode: 310994

One tap mobile

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Join instructions

https://us02web.zoom.us/meetings/85052321505/invitations?signature=gilt9i83lQk_Bbp dHiNiqmvg7LipqZ9wty45iyhJy1k

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)
Donna Hufford, (Roosevelt Base Camp, Orick)

Directors attending via Zoom

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, meredith.hlaredwoods@gmail.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 Meredith Matthews at (707) 499-0809 or email meredith.hlaredwoods@gmail.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. 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.

- I. Roll Call, to determine a quorum. Confirmation of members attending meeting remotely.**
- II. Approval/ modification of minutes from the February 5th, 2025 meeting.**
- III. Approval/modification of the agenda for the August 27, 2025 meeting**

V. Approval of financials through July 2025

VI. Report on the Board and Executive Committee actions.

There were no scheduled regular meetings since the last board meeting. There was a special meeting on June 16th, 2025, where the board hired Meredith Matthews as Executive Director. There were no EXCOM Actions.

VII. Presentations:

- a)** Matt Kolbert from Misfit will provide a summary of marketing activities to date of the past year. (30 min)
- b)** Joey Nyzik from Nyzik Communications will provide a summary of performance of visithumboldt.com website (20 min)

VIII. Discussion Items:

- a)** Community Fund Application Rubric Ad hoc committee: Discuss. Chris will form ad hoc committee to create a rubric for ranking Community Funding Applications.

IX. Action Items:

- a)** Humboldt Del Norte Film Commission: Cassandra Hesseltine is requesting \$75,000 for Annual Funding focusing on Film Production and Film Tourism. Recommended action: Discuss and vote to approve, disapprove, or modify, the request application. (20 min)

- b) Community Fund Application: John Porter is requesting \$950 a month for a billboard. Recommended action: Discuss and vote to approve, disapprove, or modify the plan.
- c) Board Elections: Board elections for the 2025-2027 term are being considered. A list of candidates will be presented to the Board for discussion and approval. Recommended action: Discuss and vote to approve, disapprove, or modify the plan.
- d) Reimbursement for computer and printer for Meredith Matthews: Meredith requests reimbursement totalling \$851.09 for a computer and printer for office. Recommended action: Discuss and vote to approve, disapprove, or modify the request.
- e) Executive Director Office Space: Executive Director Matthews requests \$200 a month for an office space at 879 9th Street in Arcata. The Landlord has guaranteed that rate for 1 year. Recommended action: Discuss and vote to approve, disapprove, or modify the request..
- f) Check Signatories: Per Redwood Capital Bank instructions, the board will remove Chuck as check signer and Meredith Matthews will be added. Recommended action: Discuss and vote to approve, disapprove, or modify the request.
- g) Schedule of Humboldt Lodging Alliance Board of Director and Executive Committee meetings for the remainder of 2025 and throughout 2026: Suggested for HLA Board Meetings, 3rd Wednesday of February, May, August and November. Suggested for Executive Committee January, March, April, June, September, December, third Wednesday of the month, Locations TBD. Recommended action: Discuss and vote to approve, disapprove, or modify the meeting calendar.

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

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

XII. Adjournment