

Humboldt Lodging Alliance
Regular Hybrid meeting of the HLA Board
Wednesday February 5, 2025 at 12:50 pm
Meeting Held at 612 G Street Ste. 101 Eureka, CA 95501

Minutes

Humboldt Lodging Alliance Board members

Directors attending in person:

Chris Ambrosini, Best Western Plus Humbolt Bay Inn, Eureka

Lowell Daniels, Victorian Inn & Redwood Suites, Ferndale

Donna Hufford, Roosevelt Base Camp, Orick

Troy Richie, Hotel Carter, Eureka

Sherri Potter, Hotel Arcata, Arcata

Shailesh Patel, Hampton Inn, Arcata

Directors attending via zoom from these locations:

Gary Stone, Best Western Plus Humboldt Bay Inn, 232 W 5th, Eureka CA

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

Noor Nubeen, Coho Cabins, 76 Willow Drive, Willow Creek, CA

Alpesh Natha, Bayside Inn, 1209 4th Street, Eureka CA

Pretesh Patel, Super 8 Motel, 1805 Alimar Way, Fortuna CA

Meeting called to order at 12:55 pm

I. Approval/Modification of minutes from the September 25, 2024 Meeting

Motion to approve Sherri Potter, second from Donna Hufford. Unanimous approval through roll call vote.

II. Approval/Modification of the Agenda for today's Meeting February, 2025

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

III. Approval of financials through January, 2025

Donna Hufford has comment on Community receipts for the North, South & East.

John Porter has request for the accountant on "interest income". Request that the accountant add line item: where the funds are held and the interest rate it is collecting.

Motion to approve John Porter, second from Lowell Daniels. Unanimous approval by all in attendance

IV. Report on the Board and Executive Committee actions

There were no scheduled regular meetings since last Board meeting

V. Presentations

a) Matt Kolbert and Lauren Fasang from Misfit shared the 2024 campaign report to those in attendance via a power point slide show. Discuss performance metrics throughout the different media platforms.

b) Joey Nyzik from Nyzik Communications shared his report for the performance of visithumboldt.com website via power point slide show. A breakdown of this report will be forwarded to Chris to be reviewed and shared in more detail to those that wish to see it.

VI. Action Items

a) Matt Kolbert from Misfit gives an update on year 3 of the current 3 year commitment with HLA. Brief overview of the target audience is given and how they will work to promote Humboldt County throughout the upcoming year. Matt presents a power point slide show for the 2025 Campaign that breaks down the, Advertising Plan, Media Summary and Budget Summary. Donna Hufford motions to approve the budget of \$500,000 for the 2025 advertising campaign, Lowell Daniels seconds; approval from the board is taken by roll call vote with unanimous approval.

b) Hiring committee. Board discussion on the terms for the hiring of new HLA Executive Director. Terms and salary are discussed as well as expectations and job description. Committee requests a budget allowance of up to \$10,000 to advertise for the position, salary potential for the position of \$80,000 - \$125,000, review of job description. John Porter motions to approve, Lowell Daniels seconds, roll call vote is taken with 9 voting yes to approve and 1 no vote. Motion passes on 9 to 1 vote.

c) Humboldt Del Norte film commission request \$35,000 for Forest Moon Festival 2025. Cassandra Hesseltine gives slide show presentation to those in attendance. Specifics of the events are discussed with clarification that the breakdown of the ask for funds is 2 part, \$18,000 to build the website and \$17,000, to bring in Hollywood talent with the caveat that if the full \$17,000 is not used for talent that it would be returned to HLA. Sherri Potter motions to approve, John Porter seconds, vote taken by roll call with unanimous approval.

d) Community Fund Application / Agreement . John Porter and Mike Caldwell give update on their findings and discuss what they came up with as an addendum for the HLA when funds are given. This is meant to be an added form of protection in the form of additional insurance as an extra layer of liability protection for HLA. Motion is made by Lowell Daniels to approve/modify the new application, Shailesh Patel seconds, vote taken by roll call with unanimous approval.

VII. Directors Reports

Eureka reminds those in attendance of the upcoming " Humboldt Marble Weekend"

VIII. Public comment

No public comments

IX. Adjournment

Meeting adjourned 3:53 pm