

Humboldt Lodging Alliance

Regular/hybrid meeting of the **Southern Humboldt Lodging Alliance**

Thursday August 7, 2025 10am to 12pm

Attend in person at 445 Lake Benbow Dr Garberville CA 95542, or join on Zoom

Join Zoom Meeting

Humboldt Lodging Alliance is inviting you to a scheduled Zoom meeting

Topic: Southern Humboldt Lodging Alliance

Time: Aug 7, 2025 10:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

[https://us02web.zoom.us/j/86982900134?
pwd=B54dQkZOEPLDWtj4PpEsWEIWak8zJ.1](https://us02web.zoom.us/j/86982900134?pwd=B54dQkZOEPLDWtj4PpEsWEIWak8zJ.1)

Meeting ID: 869 8290 0134

Passcode: 551394

One tap mobile

+16694449171,,86982900134#,,,*551394# US

+16699009128,,86982900134#,,,*551394# US (San Jose)

Dial by your location

Meeting ID: 869 8290 0134

Passcode: 551394

Find your local number: <https://us02web.zoom.us/j/kdCoy6Hdw>

Southern Humboldt Lodging Alliance Committee (2 person)

Directors attending in person:

John Porter, Benbow Inn, Benbow

Mike Caldwell, Inn at the Lost Coast, Shelter Cove

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 HLA please email Chris@humboldtbayinn.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 445 Lake Benbow Dr Garberville CA 95542, during normal business hours.

The meeting room at 445 Lake Benbow Dr Garberville CA 95542 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 August 7, 2025 meeting

IV. Action items:

- A) 2025 SoHum Classic Car Show: Laura Lasseter, Executive Director, Southern Humboldt Business & Visitors Bureau will present for grant funding in the amount of \$7122. Recommended action: Discuss and vote to approve, disapprove, or modify the request.
- B) CalTravel Summit 2025: Laura Lasseter, Executive Director, Southern Humboldt Business & Visitors Bureau and Yvonne Hendrix, Executive Director, Southern Humboldt Chamber of Commerce will present for grant funding in the amount of \$5958.84. Recommended action: Discuss and vote to approve, disapprove, or modify the request.
- C) Garberville Rotary Club: Shawn Masterson, President or Yvonne Hendrix, Executive Director, Southern Humboldt Chamber of Commerce will present for grant funding in the amount of \$5000. Recommended action: Discuss and vote to approve, disapprove, or modify the request.
- D) Garberville Rodeo Association: Taylor Whitley, Garberville Rodeo Association Board member will present for grant funding in the amount of \$50,000. Recommended action: Discuss and vote to approve, disapprove, or modify the request.

V. Director Reports: HLA directors can weigh in on HLA regional developments.

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

VII. Adjournment