

Humboldt Lodging Alliance

Regular/Hybrid meeting of the HLA Executive Committee

Wednesday, February 26, 2025 at 1:00 pm

Attend in person at 612 G Street Ste. 101 Eureka, CA 95501

Minutes

Humboldt Lodging Alliance Executive Committee

Directors attending in person:

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

Gary Stone Best Western Plus Humboldt Bay Inn, Eureka

Donna Hufford, Roosevelt Base Camp, Orick

John Porter, Benbow Inn and Resort, Garberville

Lowell Daniels, Victorian Inn & Redwood Suites, Ferndale

Mike Caldwell, Inn of the Lost Coast, Shelter Cove

Directors attending via zoom from these locations:

Troy Ritchie, Carter House Inn, 301 L Street, Eureka

Directors Absent:

Shailesh Patel, Hampton Inn and Suites, Arcata

Nil Patel, Holiday Inn Express and Suites, Eureka

I. Call to Order: Meeting was called to order at 1:00 pm

II. Quorum was determined. Six directors attended in person, and one director attended via zoom.

III. Approval/Modification of Minutes from July 17th, 2024 Executive Committee meeting: Director Caldwell made a motion to approve, Director Daniels seconded, motion was passed 7-0

IV. Approval/Modification of Minutes from February 26, 2025: Director Ambrosini announced that the Redwoods Skating Rink action item will be pulled. Director Daniels made a motion to approve, and Director Hufford seconded. Motion was passed 7-0

V. Approve Financials through January 2025: Questions were asked about the funding from the County for Q1 and Q2, A new accounting system is in place, and funds will be deposited asap. Checks are expected from jurisdictions. Director Porter made a motion, and Director Caldwell made a second to approve financials, motion passed 7-0

VI. Action Items

- a. **Community Fund Agreement updated form:** Director Caldwell and Director Porter suggested updating language to be more in line with Management District Plan and Bylaws, as well as to be more fiscally responsible. Director Porter made a motion, Director Caldwell made a second, Motion passes 7-0
- b. **Bay Area Adventure Travel Show:** Laura Lasseter and Natalynn DeLapp made a presentation with their request for funding to attend the Bay Area Travel Show. Board members asked questions about return on

investment from attending the conference, and wanted to ensure that the County as a whole would be represented. Director Daniels made a motion to grant \$5000, was seconded by Director Stone. Motion failed 2 yeas 5 no. A second motion was made by Director Caldwell to grant \$7600, and was seconded by Director Hufford. Motion passed 5-2. Director Caldwell announced that the SHLA will pay an additional \$1200.

- c. **Humboldt Gateway to the Redwoods Skating Rink:** This item was pulled from the agenda at the request of the applicant.

VII. Director Reports: There was a discussion about public comment .

VIII. Public Comment: There was no public comment.

IX. Adjournment: Meeting was adjourned at 2:50 pm