

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

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)

Lowell Daniels (Victorian Inn, Ferndale)

Sherrie Potter (Hotel Arcata, Arcata)

Troy Ritchie (Carter House Inn, Eureka)

Mike Caldwell (Inn of the Lost Coast, Shelter Cove)

Donna Hufford, (Roosevelt Base Camp, Orick)

Directors attending via Zoom

Noor Mubeen, (Coho Cottages 76 Willow Rd, Willow Creek)

Meenal Patel (Comfort Inn, 4700 Valley W Blvd, Arcata)

John Porter (Benbow Inn and Resort, 445 Lake Benbow Dr, Garberville)

Alpesh Natha (Bayside Inn, 1209 4th Street Eureka)

Gary Stone (Best Western Plus Humboldt Bay Inn, 232 West Fifth Street Eureka)

Directors Absent

Shailesh Patel (Hampton Inn & Suites, Arcata)

Nil Patel (Holiday Inn Express & Suites, Eureka)

Pritesh Patel (Super 8, Fortuna)

Jayshree Patel (Comfort Inn, Eureka)

Einstein Perinbaraj (The Redwood Riverwalk Hotel, 1859 Alamar Way, Fortuna)

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.hlatedwoods@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 humboldtlovingalliance.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. Director Ambrosini called the meeting to order at 11:04 am

I. Roll Call: There was a quorum. Director Stone joined the meeting at 11:12 am

II. Approval/ modification of minutes from the February 5th, 2025 meeting: Director Portor made a motion to approve, Director Daniels made a second, with the addendum to move the financials line item. Motion carried 9-0

III. Approval/modification of the agenda for the August 27, 2025 meeting: Director Potter made a motion, and Director Caldwell made a second to approve the agenda. Motion passed 10-0

V. Approval of financials through July 2025: There was discussion about properties failing to report, and HLA being notified by the County. Executive Director Matthews will investigate next steps. Director Porter made a motion to approve, and Director Potter made a second. Motion passes 10-0

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 Executive Committee Actions.

ED Matthews will add minutes of the June 16th special meeting to the next agenda for approval

VII. Presentations:

- a) Matt Kolbert from Misfit provided a summary of marketing activities to date of the past year. He gave campaign numbers year to date from television, digital media and social media, as well as website traffic. He showed the board the 30 second spot that will run starting in September. Matt will follow up with specific website engagement numbers.
- b) Joey Nyzik from Nyzik Communications provided a summary of performance of visithumboldt.com website. He gave a snapshot of Q1 and Q2, and numbers are consistent to past years.

Director Stone left the meeting at 12:42

VIII. Discussion Items:

- a) **Community Fund Application Rubric Ad hoc committee:** The Board discussed forming an AdHoc committee to create a potential rubric for Community Fund Applications. The committee will consist of Chris Ambrosini, Troy Ritchie, Donna Hufford and Meredith Matthews. The committee will create a rubric, and bring back to the full board for further discussion and approval

IX. Action Items:

- a) **Humboldt Del Norte Film Commission:** Humboldt-Del Norte Film Commission Deputy Director Anibal Polance made a presentation to the board for his request for \$75,000. The Board discussed the request. Director Caldwell made a motion to approve, with the addendum that the commission included 10,000 brochures and 100 poster size maps to distribute. Director Hufford made a second. Motion passes 9-0

Director Stone returned to the meeting at 1:17 pm

- b) **Community Fund Application:** John Porter presented his request for a “Welcome to Humboldt” billboard in Southern Humboldt. The board discussed this request. Director Caldwell made a motion, and director Potter seconded the billboard for one year. Motion passed 7-2, with director Porter recused. The board will discuss at a later time the design of the billboard.
- c) **Board Elections:** Board elections for the 2025-2027 term are being considered. A list of candidates was presented to the Board for discussion and approval. Director Cladwell made a motion to approve the slate of board members, and Director Potter made a second. The motion was carried 9-0
- d) **Reimbursement for computer and printer for Meredith Matthews:** Meredith requests reimbursement totalling \$851.09 for a computer and printer for office. Director Caldwell made a motion to approve, and Director Daniels made a second. The motion carried 9-0
- e) **Executive Director Office Space:** Executive Director Matthews requests \$200 a month for an office space at 879 9th Street in Arcata. The year is July 2025-July 2026, for a total of \$2400. The Landlord has guaranteed that rate for 1 year. Director Caldwell made a motion to approve, and amended the motion to add this to the insurance policy. Director Ritchie made a second, and the motion carried 9-0
- f) **Check Signatories:** Per Redwood Capital Bank instructions, the board will remove Chuck as check signer and Meredith Matthews will be added. Recommended action: Director Caldwell made a motion to approve, and Director Potter made a second. The motion passed 9-0.
- 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: Director Hufford made a motion and Director Caldwell made a second, the motion passed 9-0

X. Director Reports. Director Daniels reported that the fair in Ferndale was poorly attended due to lack of Horse Racing. Executive Director will research the Coastal Commission’s action in Monterey in regards to Air BnB’s

XI. Public Comment: There was no public comment

XII. Director Ambrosini adjourned the meeting at 1:48 pm