

# **Humboldt Lodging Alliance**

Regular/hybrid meeting of the HLA Board of Directors

**Wednesday, November 19th, 2025 11:00 am**

**Eureka Chamber of Commerce 612 G St Eureka, CA**

## **Minutes**

### **Humboldt Lodging Alliance Board of Directors**

#### **Directors attending in person:**

**Chris Ambrosini** (Best Western Plus Humboldt Bay Inn, Eureka)

**Gary Stone** (Best Western Plus Humboldt Bay Inn, Eureka)

**Lowell Daniels** (Victorian Inn, Ferndale)

**Sherrie Potter** (Hotel Arcata, Arcata)

**Troy Ritchie** (Carter House Inn, Eureka)

#### **Directors attending via Zoom**

**Donna Hufford**, (Roosevelt Base Camp, Orick)

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

**Shailesh Patel** (Hampton Inn & Suites, Arcata)

**Nil Patel** (Holiday Inn Express & Suites, Eureka)

**Alpesh Natha** (Bayside Inn, Eureka)

#### **Directors Absent**

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

**Pritesh Patel** (Super 8, Fortuna)

**Jayshree Patel** (Comfort Inn, Eureka)

**Mike Caldwell** (Inn of the Lost Coast, 205 Wave Dr., Shelter Cove)

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

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

- I. **Roll Call was taken, there were 5 directors in person and 5 via zoom. Meeting was called to order at 11:03 pm.**
- II. **Approval/ modification of minutes from the August 25, 2025 meeting.** Director Hufford made a motion to approve the agenda, director Nil Patel made a second, the motion passed 10–0
- III. **Approval/modification of the agenda for the November 19th, 2025 meeting.** Director Potter made a motion to approve the agenda, Director Daniel made a second. The motion passed 10–0

#### **IV. Presentation**

- A. Matt Kolbert from Misfit presented an update on the year to date marketing campaign, and showed the board a preview of the new campaign.

**V. Approval of financials through November 2025.** The Directors reviewed the finances through the end of November 2025. ED Matthews reported that checks from jurisdictions were starting to come in. Director Daniels asked about Ferndale finances. Director Hufford asked about the Trinidad funds, and who is in charge of them. EXCOM is in charge of disbursing these funds. Southern Humboldt funds were discussed. ED Matthews is in communication with the county to get all the numbers up to date, and will have everything ready to be presented at the February Board Meeting. Director Daniel made a motion to approve, Director Shailesh Patel made a second, the motion was passed 10-0

#### **VI. Announcement of the 2025-2027 HLA Board of Directors**

Director Nil Patel ratified the slate of the Board of Directors for 2025-2027

Board members elected to serve for the 2025-2027 term:

- Shailesh Patel, Hampton Inn – Arcata
- Sherrie Potter, Arcata Hotel – Arcata
- Chris Ambrosini, Best Western Plus Humboldt Bay Inn – Eureka
- Troy Ritchie, Carter House Inn – Eureka
- Nil Patel, Holiday Inn Express – Eureka
- Pritesh Patel, Super 8 – Fortuna

- Einstein Parinbara, The Redwood Riverwalk Hotel- Fortuna
- Noor Mulbeen, Coho Co ages- County East
- Alpesh Natha, Eureka

The term for the eight Directors of the Humboldt Lodging Alliance (HLA) Board serving for the 2024-2026 term:

- Mike Caldwell, Inn of the Lost Coast -County South
- John Porter, Benbow Historic Inn- County South
- Jayshree Patel, Comfort Inn, Eureka
- Lowell Daniels, Victorian Inn and Redwood Suites- Ferndale
- Gary Stone, Best Western Plus Humboldt Bay Inn, Eureka
- Donna Hufford, Roosevelt Base Camp- County North
- Meenal Patel, Comfort Inn- Arcata

## **VII. Vote on the 2025-2027 Executive Committee Members**

Director Potter made a motion to approve the current slate of EXCOM Directors, and Director Daniel made a second. The motion passed 10-0. Chris Ambrosini, Mike Caldwell, John Porter, Nil Patel, Donna Hufford, Troy Ritchie, Lowell Daniels, Shalesh Patel and Gary Stone will continue to serve on the Executive Committee.

## **VIII. Discussion Items**

Discuss TBID renewal. Chris will appoint a committee to explore TBID renewal, which is up in 2027. Civitas will lead this discussion, and the committee will consist of Chris Ambrosini, Shalesh Patel, Nil Patel, John Porter, Pritesh Pstel and Gary Stone.

## **IX. Action Items:**

- A. Consider update of the Community Funds Application:** Ad Hoc Committee, which consists of Chris Ambrosini, Donna Hufford, Troy Richie and ED Matthews presented the edits to the Community Application Funds. Director Daniel made a motion to accept the form as presented, with notification of changes sent to the Board. Director Stone made a second. After much discussion, the motion passed 10-0, with further changes able to be made at the February meeting if necessary.
- B. Consider registration for the Visit California Outlook Forum Winter Board Meeting 2026 for Executive Director Meredith Matthews.** Director Daniel made a motion, director Stone made a second to approve registration. Motion passed 10-0

**X. Director Reports.** Director Daniel introduced Jason, who is now running the Victorian Inn. Ferndale also has an Ice Skating rink at the Fairgrounds, and it's wonderful. Flyers would be wonderful, Meredith will reach out about that. Donna wants more information about the SoHum Billboard.

**XI. Public Comment: There was no public comment**

**XII Adjournment. Meeting was adjourned at 12:23 pm**