

Humboldt Lodging Alliance

Regular/hybrid meeting of the HLA Board of Directors

Wednesday, February 25th, 2026 11:00 am

Eureka Chamber of Commerce 612 G St Eureka, CA

Join Zoom Meeting

<https://us02web.zoom.us/j/81943819381?pwd=UadMTEb4bNqrmrMi6dRouMj5o56fnX.1>

Meeting ID: 819 4381 9381

Passcode: 119557

One tap mobile

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Join instructions

https://us02web.zoom.us/meetings/81943819381/invitations?signature=w-JQc6AnvfhLIBsOTaYzV5jlrhjdS6JbjHY_IN_Lk4g

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)

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

Lowell Daniels (Victorian Inn, Ferndale)

Sherrie Potter (Hotel Arcata, Arcata)

Pritesh Patel (Super 8, Fortuna)

Troy Ritchie (Carter House Inn, Eureka)

Jayshree Patel (Comfort Inn, Eureka)

Alpesh Natha (Bayside Inn, Eureka)

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

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

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

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

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

Shailesh Patel (Hampton Inn & Suites, Arcata)

Nil Patel (Holiday Inn Express & Suites, Eureka)

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 allotts 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.hlaredwoods@gmail.com and 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 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. Roll Call, to determine a quorum. Confirmation of members attending remotely.

II. Approval/ modification of minutes from the November 19th, 2025 meeting.

III. Approval/modification of the agenda for the February 25th, 2026 meeting

IV. Executive Director's Report

V. Approval of financials through January 2026

VI. Action Items:

A. Consider the Humboldt County Tourism Business Improvement District Proposal from Civitas. Recommended action: Discuss and vote to approve, disapprove, or modify the proposal agreement.

B. Matt from Misfit will present a budget proposal through June 30, 2026.
Recommended action: Discuss and vote to approve, disapprove, or modify the proposal

C. Consider attendance to the Bay Area Travel Adventure Show for ED Matthews
Recommended action: Discuss and vote to approve, disapprove, or modify the request.

VII. Director Reports. HLA directors can weigh in on developments of activities in HLA regions.

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

IX Adjournment