

Eureka Lodging Alliance

**Meeting Agenda
Regular Hybrid Meeting
Wednesday, February 4th at 1:00 PM
Meeting Held at Carter House Inn
301 L. Street, Eureka**

MINUTES

Eureka Lodging Alliance Committee Members

Attending In Person

Gary Stone, Chair, Best Western Plus Humboldt Bay Inn
Troy Ritchie, Carter House Inns, Eureka
Chris Ambrosini, Best Western Plus Humboldt Bay Inn, Eureka

Attending Via Zoom

Nil Patel, Holiday Inn Express, 815 West Wabash, Eureka

Absent

Jayshree Patel, Comfort Inn, 4260 Broadway St, Eureka
Alpesh Natha, Ramada Bayside Inn & Suites, Eureka

- I. **Call to Order:** Chris Ambrosini called the meeting to order at 1:03 pm

- II. **Roll Call and Determination of Quorum-** A quorum was determined, with 3 directors in person, and one director on zoom.

- III. **Approval/Modification of Agenda** Director Ritchie made a motion to approve, and Director Stone made a second, the motion was approved 6-0

- IV. **Presentation by Humboldt Made- Information Only.** Humboldt Made presented their Choose Humboldt Tourism Marketing Campaign. They shared their 18 month strategy, including the January-March phase which stresses dining and stay, featuring restaurants and hotels. A robust discussion followed. No action was taken.

V. Action Items

A. Elect a New Chair for the Eureka Lodging Alliance. Discussion was had on whether the ELA even needs a chair. ED Matthews said that because the ELA has 6 members, and receives the most funding requests, a chair was important to run information through to not violate the Brown Act, and to run the meetings. Gary Stone nominated Troy Ritchie as the chair, Chris Ambrosini made a second, The motion passed 4-0, electing Troy for a 1 year term ending June 30, 2027

VI. Director Reports. Director Stone would like to schedule a meeting about a potential proposal from the Blue Ox.

VII. Public Comment There was no public comment

VIII. Adjournment Director Ambrosini adjourned the meeting at 3:00 pm