

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

Minutes

Humboldt Lodging Alliance Board of Directors

Directors attending in person:

Chris Ambrosini (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)

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

Pritesh Patel (Super 8, Fortuna)

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

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

Directors Absent:

Jayshree Patel (Comfort Inn, Eureka)

Alpesh Natha (Bayside Inn, Eureka)

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)

Shailesh Patel (Hampton Inn & Suites, Arcata)

Nil Patel (Holiday Inn Express & Suites, Eureka)

- I. **Board Chair Ambrosini called the meeting to order at 11:08 pm. There was a quorum, 4 board members attended in person, and 5 via zoom**
- II. **Approval/ modification of minutes from the November 19th, 2025 meeting.**

Donna Hufford made a motion to approve the minutes, Sherrie Potter approved, the motion passed 9-0.

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

Troy Ritchie made a motion to switch action item C ahead of item B for time consideration. The motion was seconded by Lowell Daniels. The motion passed 9-0

- IV. **Executive Director's Report-** ED Matthews reported on all the activities she has done since the previous board meeting, including assisting in planning the Economic Summit, the Outdoor Recreation Summit, participation in the tourism advisory committee and more.

- V. **Approval of financials through January 2026-** Sherrie Potter made a motion to approve, and Lowell Daniels made a second. The motion passed 9-0

- VI. **Action Items:**

- A. **Consider the Humboldt County Tourism Business Improvement District Proposal from Civitas.** The Board received a presentation from Civitas on their proposal to assist us in the TBID renewal. Lowell Daniels made a motion to approve the proposal, and Sherrie Potter made a second. The motion passed 9-0
- B. **Matt from Misfit will present a budget proposal through June 30, 2026.** Matt from Misfit made a proposal for a marketing budget to get the HLA through this fiscal year, and provided another option to last 18 months. Many great ideas were brought forward, including marketing to markets where new flights from ACV will be going to. A committee was formed to discuss marketing starting in FY27, including Chris Ambrosini, Sherrie Potter, Troy Ritchie, Gary Stone, and ED Matthews. Sherrie made a motion to approve the proposal and form a marketing committee, and Troy Ritchie made a second. The motion passed 9-0
- C. **Consider attendance to the Bay Area Travel Adventure Show for ED Matthews** ED Matthews requested funding to attend this event, and detailed the reasons for her being there. After robust discussion, Donna Hufford made a motion to

approve the request, and Sherrie Potter made a second the motion passed 8-0-1, with Gary Stone abstaining.

VII. Director Reports. There were no reports from directors

VIII. Public Comment: There was no public comment.

IX Adjournment. Chair Ambrosini adjourned the meeting at 12:25 pm