

Arcata Lodging Alliance

Meeting Agenda Zoom Meeting Monday, April 13th

Humboldt Lodging Alliance is inviting you to a scheduled Zoom meeting.

Topic: Arcata Lodging Alliance

Time: Apr 13, 2026 11:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/89964529296?pwd=3ValWV0hbAXaXjPNSDWgflSzEie87V.>

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Meeting ID: 899 6452 9296

Passcode: 324832

One tap mobile

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Join instructions

https://us02web.zoom.us/join/89964529296?signature=HoZIOhLsg_KmPnxD_AkPWBpi1EzQ1SujynqeoO746KA

Arcata Lodging Alliance Committee Members

Shailesh Patel, Hampton Inn and Suites, 4750 Valley West Blvd, Arcata

Sherrie Potter, Hotel Arcata, 709 9th Street, Arcata

Meenal Patel, Comfort Inn, 4700 Valley West Blvd, Arcata

- I. Call to Order
- II. Roll Call and Determination of Quorum

III. Action Items

A. Misfit Presentation- Misfit will present a targeted marketing and promotional proposal to drive new, multi-night visitors to Arcata-area hotels, focusing on high-potential travelers within a 4–5 hour drive of Humboldt County in the amount of \$896,000 Recommended action: Discuss and vote to approve, disapprove, or modify the request.

B. Arcata Chamber of Commerce Fire Relief Benefit- The Arcata Chamber requests \$1500 to support outside marketing for a Fire Relief Benefit Weekend. Recommended action: Discuss and vote to approve, disapprove, or modify the request.

VII. Director Reports

VIII. Future Agenda Items

IX. Public Comment

X. Adjournment