

**Meeting Agenda  
Zoom Meeting  
Friday, April 17<sup>th</sup>**

**839 9<sup>th</sup> Street Suite C**

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

Topic: Arcata Lodging Alliance

Time: Apr 17, 2026 11:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/89964529296?pwd=3VaWV0hbAXaXjPNSDWgfLszEle87V.1>

Meeting ID: 899 6452 9296

Passcode: 324832

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One tap mobile

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Join instructions

[https://us02web.zoom.us/join/89964529296/invitations?signature=HoZIOhLsg\\_KmPnxD\\_AkPWBpi1EzQ1SujynqeoO746KA](https://us02web.zoom.us/join/89964529296/invitations?signature=HoZIOhLsg_KmPnxD_AkPWBpi1EzQ1SujynqeoO746KA)

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

Meeting ID: 899 6452 9296

### 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