

Humboldt Lodging Alliance

Regular/Hybrid meeting of the HLA Executive Committee

Wednesday, January 21st at 11:00 am

Attend in person at 612 G Street Ste. 101 Eureka, CA 95501

Minutes

Humboldt Lodging Alliance Executive Committee

Board Members attending in person

Chris Ambrosini, Managing Partner, Best Western Plus Humboldt Bay Inn, Eureka CA

Lowell Daniels, Victorian Inn & Redwood Suites, Ferndale

Troy Ritchie, Carter House Inn, 301 L Street, Eureka

Board Members attending via zoom

Donna Hufford, Roosevelt Base Camp, Orick

Mike Caldwell, Inn of the Lost Coast, Shelter Cove

Gary Stone Best Western Plus Humboldt Bay Inn, Eureka

John Porter, Benbow Inn and Resort, Garberville

Board Members Absent

Shailesh Patel, Hampton Inn and Suites, Arcata

Nil Patel, Holiday Inn Express and Suites, Eureka

I. Call to Order: Director Ambrosini called the meeting to order at 11:07 am

II. Determine Quorum- a quorum was determined, 3 in person and 4 via zoom

III. Approval/Modify minutes from September 18th, 2025- Donna asked a question on the minutes, to clarify the agreement. Meredith will bring these minutes back to be approved at the next meeting. Director Ritchie made a motion, Director Daniels made a second, Motion passed 7-0

IV. Executive Director Report- ED Matthews reported on her activities since the last meeting, including attending meetings of the North Coast Tourism Council, Fire Relief efforts in Arcata, Eureka Cultural Arts Center, and GRT.

V. Approve Financials through January 2026-Financials up to November 2025 were reported on, and ED Matthews reported that since then more checks have come in, and the breakdown of county funds is not available yet. Director Caldwell requested more information as it comes from the County. It was pointed out that we are approving the financials through November 2025, not January 2026. Director Porter made a motion to approve, Director Hufford made a second. The motion passed 7-0

VI. Action Items

- a. **Presentation from Humboldt-Del Norte Film Commission:** The Film Commission ED, Cassandra Hesseltine, made a presentation requesting funding for the Forest Moon Festival. They spoke about what the festival will entail, the special guests and the costumers. The hoteliers mentioned that this event did not bring a significant amount of visitors; Ms. Hesseltine said that there will be a tipping point when the festival brings more people. Director Ritchie agreed that we needed to keep the momentum going for this event. Director Porter made a motion to approve, and Director Daniels made a second. Motion passed 7-0.

VII. Director Reports: Director Ambrosini mentioned that at our next meeting we will need to discuss marketing. TBID renewal has not met yet.

VIII. Public Comment: There was no public comment

IX. Adjournment: Meeting was adjourned at 12:24 pm