

Eureka Lodging Alliance

**Meeting Agenda
Regular Hybrid Meeting
Tuesday, March 24th at 1:00 PM
Meeting Held at Carter House Inn
301 L. Street, Eureka**

Eureka Lodging Alliance Committee Members attending in Person

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

Eureka Lodging Alliance Committee Members attending via zoom

Gary Stone, Chair, Best Western Plus Humboldt Bay Inn
Nil Patel, Holiday Inn Express, 815 West Wabash, Eureka
Jayshree Patel, Comfort Inn, 4260 Broadway St, Eureka
Alpesh Natha, Ramada Bayside Inn & Suites, Eureka

- I. Chair Ritchie called the meeting to order at 1:05pm**
- II. All ELA members were present**
- III. Approval/Modification of the Minutes of the February 4th ELA Meeting.**
- IV. Approval/Modification of Agenda**
- V. Executive Director Report-** ED Matthews provided a brief update, mentioning recent travel to industry events including the Outlook Forum for Visit California and the Bay Area Travel and Adventure Show, as well as outreach efforts to potential TV show hosts including Phil Rosenthal and Peter Greenberg
- VI. Action Items**
 - A. Kinetic Sculpture Race-** Jennifer Thelander from the Kinetic Sculpture Race will present her funding request. Jennifer presented a funding proposal for the Kinetic Grand Championship, reviewing last year's successful use of \$3,500 in funding from the Eureka Lodging Alliance for advertising and promotion. This

year's plans include expanding merchandise sales to \$30,000, with \$12,000 targeted from online and store sales, and increasing survey efforts to gather data from 5,000 people. Jennifer also outlined plans for \$8,000 in marketing, including TV ads and a potential North Coast Journal insert, as well as the introduction of Kinetic Fest, a new event at Halverson Park from 2-8 p.m. on day one of the race. After much discussion, Director Ambrosini made a motion to fund the Kinetic Sculpture Race with \$5000, to be used on outside marketing, and that a plan must be submitted before the funding is released. Chair Ritchie made a second, and the motion was approved 6-0

B. Outdoor Economic Summit- Genevieve Marchand will present on the Outdoor Economy Summit. Genevieve presented plans for an upcoming Outdoor Economy Summit in Eureka, expected to attract 100-150 attendees, with 75% coming from outside Humboldt County. The event will be held at the Adorni Center and include speakers, workshops, and outdoor activities, with sponsorship opportunities available including logo placement, advertising space, and complimentary registrations. The summit aims to establish itself as an annual event and has already secured several sponsors including North Edge, Chico Start, and Redwood Region. Director Stone made a motion to approve the sponsorship. And Director Ambrosini seconded. The motion passed 6-0

C. Destination California will present their proposal. The presentation focused on a proposal from Fox 40 to produce a Destination California special featuring Eureka. Francesca and Marianne presented the opportunity, which includes a 30-minute show, segments on Studio 40 Live, promos, and digital content, all for \$30,000. The board voted 6-0 to move forward with the project. Next steps include forming a subcommittee to work with Gary from Fox 40 on details like locations and content focus. The group also discussed potentially expanding the show to other Fox markets and requested demographic information from Fox 40. Director Stone made a motion to approve the proposal, and Director Ambrosini made a second. The motion passed 6-0

VII. Director Reports- Director Stone would like follow up on the speeder train

VIII. Future Agenda Items- Revisit the Humboldt Made proposal, and the Blue Ox proposal

IX. Public Comment - There was no public comment

X. Adjournment The meeting was adjourned at 2:59 pm