

Eureka Lodging Alliance

MINUTES

Regular Hybrid Meeting

Tuesday, June 30th at 11:00 AM

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 remotely

Gary Stone, Chair, Best Western Plus Humboldt Bay Inn (joined at 11:12 am)

Nil Patel, Holiday Inn Express, 815 West Wabash, Eureka

Alpesh Natha, Ramada Bayside Inn & Suites, Eureka

- I. **Chair Ritchie called the meeting to order at 11:06 am**
- II. **Approval/Modification of the Minutes of the May 24th ELA Meeting.** Nil made a motion to approve, and Alpesh seconded. Motion was approved 4-0
- III. **Approval/Modification of Agenda**
- IV. **Executive Director Report-** ED Matthews reported on the Destination California show shooting dates, influencer opportunities.
- V. **Financial Report-** ED Matthews updated the ELA board on the ELA balance
- VI. **Discussion Items**
 - a. **Discuss Eureka Lodging Alliance response to City of Eureka potential ballot measure increasing Transit Occupancy Tax-**

ED Matthews updated the Board on the Eureka City Council adding a TOT increase on the November balance. She drafted a letter, received feedback from the board on points to add, and encouraged board to attend the Council Meeting to make public comment

VII. Director Reports- There were no additional director reports

VIII. Future Agenda Items

IX. Public Comment - There was no public comment

X. Adjournment - Director Ritchie adjourned the meeting at 11:48n am