Humboldt Lodging Alliance

Regular/hybrid meeting of the HLA Board of Directors

Wednesday, September 16th, 2026 11:00 am

Eureka Chamber of Commerce 612 G St Eureka, CA

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

Topic: HLA September 16th Quarterly Meeting

Time: Sep 16, 2026 11:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

https://us02web.zoom.us/j/82724596703?pwd=OgXnzscHhZzzv1ct3TgxIrKZY1SDvR.1

Meeting chat link

https://us02web.zoom.us/launch/jc/82724596703

View meeting insights

https://us02web.zoom.us/launch/edl?muid=076d2d38-aaaa-4c25-bba2-a5d50edfe387

Meeting ID: 827 2459 6703

Passcode: 270017

One tap mobile

+16699009128,,82724596703#,,,,*270017# US (San Jose)

+16694449171,,82724596703#,,,,*270017# US

Join by SIP

• 82724596703@zoomcrc.com

Join instructions

https://us02web.zoom.us/meetings/82724596703/invitations?signature=Aayv4M2-j6XIIFENY8q6KgGCfPFZIZtVJSKXVtFPOAQ

Humboldt Lodging Alliance Board of Directors Attending in Person

Chris Ambrosini (Best Western Plus Humboldt Bay Inn, Eureka)
Lowell Daniels (Victorian Inn, Ferndale)
Sherrie Potter (Hotel Arcata, Arcata)
Shailesh Patel (Hampton Inn & Suites, Arcata)
Troy Ritchie (Carter House Inn, Eureka)

Humboldt Lodging Alliance Members Attending Via Zoom
Donna Hufford, (Roosevelt Base Camp, 121130 US 101, Orick)
Gary Stone (Best Western Plus Humboldt Bay Inn, 232 West Fifth Street, Eureka)
Jayshree Patel (Comfort Inn, 4260 Broadway, Eureka)
Alpesh Natha (Quality Inn, 1209 4th Street, Eureka)
Noor Mubeen, (Coho Cottages 76 Willow Rd, Willow Creek)
Mike Caldwell (Inn of the Lost Coast, 205 Wave Dr., Shelter Cove)
Einstein Perinbaraj (The Redwood Riverwalk Hotel, 1859 Alamar Way, Fortuna)
Meenal Patel (Comfort Inn, 4700 Valley W Blvd, Arcata)
John Porter (Benbow Inn and Resort, 445 Lake Benbow Dr, Garberville)
Nil Patel (Holiday Inn Express & Suites 815 Wabash Ave, Eureka)
Pritesh Patel (Super 8, 1805 Alamar Way, Fortuna)

Members of the public may speak on any item appearing on the agenda, as the item comes up for consideration by the executive committee. In addition, for items not on the agenda, a public comment period is provided for in this agenda. All speakers will be allotted 3 minutes to speak unless the Chairperson allotts additional time. Speakers are invited to state and spell their names but are not required to.

Public Comments submitted via email: To submit public comments to the Board please email meredith.hlaredwoods@gmail.com and provide your name and the agenda item on which you wish to comment. All public comment submitted after the agenda has been published will be included with the record for that meeting after the fact.
Public Comments submitted via Zoom:
YOU WILL BE MUTED UNTIL YOU ARE CALLED UPON TO SPEAK.

Any written materials related to an item on this agenda submitted to the executive committee less than 2 hours prior to the meeting, and that are public records subject to disclosure, are available for public inspection at 612 G St. suite 101 Eureka CA, during normal business hours.

The meeting room at 612 G St Suite 101 Eureka, CA is wheelchair accessible. If you need special assistance to participate in the meeting, please contact Meredith Matthews at (707)499-0809 or email Meredith.hlaredwoods@gmail.com. Requests for modifications or accommodations must be made at least two full business days before the start of the meeting.

HLA Board meetings will be conducted in an orderly, efficient manner, without willful disruption by any person(s) in attendance. The Board has the right to request that any person immediately stop the following conduct: 1) Willfully disrupting a meeting, 2) interrupting a person who is addressing the Board, or 3) preventing the Board from attending to the purpose of the meeting.

The agenda for this meeting is posted on humboldtlodgingalliance.org. Documents related to action items on this agenda are attached and available in the order in which they will be presented on the agenda.

I. Roll Call, to determine a quorum. Confirmation of members attending remotely.

II. Approval/ modification of minutes from the June 17th, 2026 meeting.

III. Approval/modification of the agenda for the September 16th, 2026 meeting

IV. Executive Director's Report

V. Approval of Financial Report, including fiscal year 2027 budget

VI. Discussion Items

A. Receive a presentation from Peggy Murphy, Economic Development Director for Humboldt County, on the County's Tourism Marketing Plan

VI. Action Items:

A. Consider a proposal from the Humboldt County Department of Aviation for $225, 000 for ACV to SEA revenue guarantee. Recommended action: Discuss and vote to approve, disapprove, or modify the proposal agreement.

VII. Director Reports. HLA directors can weigh in on developments of activities in HLA regions.

VIII. Public Comment: Public may comment on non-agenda items with a time limit of 3 minutes.

IX Adjournment