

# **Humboldt Lodging Alliance**

Regular/hybrid meeting of the HLA Board of Directors

**Wednesday, June 17th, 2026 11:00 am**

**Eureka Chamber of Commerce 612 G St Eureka, CA**

## **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)

**Troy Ritchie** (Carter House Inn, Eureka) (11:07)

**Shailesh Patel** (Hampton Inn & Suites, Arcata)

## **Humboldt Lodging Alliance Members attending via Zoom**

**Nil Patel** (Holiday Inn Express & Suites, Eureka)

**Donna Hufford**, (Roosevelt Base Camp, Orick)

**John Porter** (Benbow Inn and Resort, 445 Lake Benbow Dr, Garberville)

**Jayshree Patel** (Comfort Inn, Eureka)

**Meenal Patel** (Comfort Inn, 4700 Valley W Blvd, Arcata)

**Gary Stone** (Best Western Plus Humboldt Bay Inn, Eureka)

**Pritesh Patel** (Super 8, Fortuna)

**Mike Caldwell** (Inn of the Lost Coast, 205 Wave Dr., Shelter Cove)(entered at 11:20)

## **Humboldt Lodging Alliance Members not present**

**Noor Mubeen**, (Coho Cottages 76 Willow Rd, Willow Creek)

**Alpesh Natha** (Bayside Inn, Eureka)

**Einstein Perinbaraj** (The Redwood Riverwalk Hotel, 1859 Alamar Way, Fortuna)

- I. Roll Call, to determine a quorum. Director Ambrosini called the meeting to order at 11:03 am**
- II. Approval/ modification of minutes from the February 25th, 2026 meeting.**  
Director Hufford moved to approve, Director Shailesh Patel made a second, motion passed 11-0

**III. Approval/modification of the agenda for the June 17th, 2026 meeting-** Director Daniels made a motion to switch items B and C on the action items for timing, Director Shailesh Patel made a second, motion passed 12-0

**IV. Executive Director's Report-** ED Matthews reported on her quarterly activities, including participating in the Tourism Advisory Committee, Summer events, Timing for Annual Report to Board of Supervisors, North Coast Tourism Council activity, Social Media activities, attendance at City Council meetings.

**V. Financial Report-**ED Matthews reported on current financial standings up until April 2026. will present FY27 budget at next quarterly meeting, Director Porter made a motion to approve the financials, and Director Daniels made a second, motion passed 12-0

**VI. Action Items:**

**A. Consider a proposal from Rumble over the Redwoods for \$100,000 -** Songmi presented on Rumble over the Redwoods, past successes, marketing plan and project overview. Directors asked questions about where people attending will stay, the possibility of changing the event to a shoulder season dates, and more. Director Porter made a motion to approve, and Director Shailesh Patel made a second. Motion passed 13-0

**B. Matt from Misfit will present a marketing proposal through June 30, 2027.** Matt made a presentation of the Marketing plan for the remainder of the fiscal year. Director Caldwell made a motion to approve, and Director Shailesh Patel made a second to approve the marketing plan, Motion passed 9-0

**C. Consider rent for the fiscal 2027 calendar (August 2026- July 2027)for ED Matthews at 839 9th Street, suite C, Arcata for \$200 a month for a total of \$2400.** Director Daniels moved to approve, Director Shailesh Patel made a second, motion passed 11-0 with Directors Hufford and Jay Patel not present for the vote.

**VII. Director Reports.** At Director Ambrosini's request, ED Matthews updated the board on the "Discover Eureka" show being produced by FOX40. Director Ritchie spoke of his pleasure with the turnout of the Outdoor Economy Summit sponsored by the the Eureka Lodging Alliance.

**VIII. Public Comment: Economic Development Director Murphy spoke of the County's 5 year Tourism strategy and would love the opportunity to present to the HLA Board**

**IX Director Ambrosini adjourned the meeting at 12:44 pm**