Humboldt Lodging Alliance

Regular/hybrid meeting of the HLA Board of Directors

Wednesday, November 18th, 2026 11:00 am

Carter House Inn, 301 L Street, Eureka

Agenda

Topic: Humboldt Lodging Alliance Quarterly Meeting

Time: Nov 18, 2026 11:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

https://us02web.zoom.us/j/85043155724?pwd=wpuqAbrewrz3kEhx2G8vWo6foZFqh9.1

Join and take notes

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Meeting chat link

https://us02web.zoom.us/launch/jc/85043155724

Meeting ID: 850 4315 5724

Passcode: 010008

One tap mobile

+16694449171,,85043155724#,,,,*010008# US

+16699009128,,85043155724#,,,,*010008# US (San Jose)---

Join by SIP

• 85043155724@zoomcrc.com

Join instructions

https://us02web.zoom.us/meetings/85043155724/invitations?signature=9dUw8RdxWGj8TJ4NZgj9ccaQvcwj__vNwvNs-RAPJFg

Humboldt Lodging Alliance Board of Directors

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)

Directors attending via Zoom
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)
Shailesh Patel (Hampton Inn & Suites, Arcata)
Nil Patel (Holiday Inn Express & Suites, Eureka)
Donna Hufford, (Roosevelt Base Camp, Orick)
Gary Stone (Best Western Plus Humboldt Bay Inn, Eureka)
Jayshree Patel (Comfort Inn, Eureka)
Alpesh Natha (Bayside Inn, Eureka)
Pritesh Patel (Super 8, 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 301 L Street, Eureka CA, during normal business hours.

The meeting room at 301 L Street, 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 September 16th, 2026 meeting.

III. Approval/modification of the agenda for the November 18th, 2026 meeting

IV. Presentation

A. Matt Kolbert from Misfit will present a marketing update

V. Approval of financials through November 2026

VI. Announcement of the 2026-2028 HLA Board of Directors

A ballot approved by the nominating committee was emailed to the HLA Membership on August 29th, 2025. As per the HLA Bylaws, if 25% or more of the HLA membership petitions to nominate another candidate within 30 days of the ballot date, then the candidate would be added to the final ballot. Since no petition came forward, the attached ballot represents the newly elected board, and will be ratified by the Secretary/Treasurer Nil Patel

Board members elected to serve for the 2026-2028 term:

- Mike Caldwell, Inn of the Lost Coast -County South
- John Porter, Benbow Historic Inn- County South
- Jayshree Patel, Comfort Inn, Eureka
- Lowell Daniels, Victorian Inn and Redwood Suites- Ferndale
- Gary Stone, Best Western Plus Humboldt Bay Inn, Eureka
- Donna Hufford, Roosevelt Base Camp- County North
- Meenal Patel, Comfort Inn- Arcata

The term for the eight Directors of the Humboldt Lodging Alliance (HLA) Board serving for the 2025-2027 term:

- Shailesh Patel, Hampton Inn – Arcata
- Sherrie Potter, Arcata Hotel – Arcata
- Troy Ritchie, Carter House Inn – Eureka
- Chris Ambrosini, Best Western Plus Humboldt Bay Inn – Eureka
- Nil Patel, Holiday Inn Express – Eureka
- Pritesh Patel, Super 8 – Fortuna
- Einstein Parinbara, The Redwood Riverwalk Hotel- Fortuna
- Noor Mulbeen, Coho Cottages- County East
- Alpesh Natha, Eureka

VII. Action Items

A. **Schedule HLA Quarterly Board Meetings for 2027-** Suggested dates are the 3rd Wednesdays of February, May, August and November

B. **Schedule Executive Committee Meetings for 2027-** Suggested dates are the 3rd Wednesdays of January, March, April, June, September and December.

C. **Consider registration for the Visit California Outlook Forum Winter Board Meeting 2027 for Executive Director Meredith Matthews.** . Recommended action: Discuss and vote to approve, disapprove, or modify the request.

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

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

X Adjournment