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

Minutes

Directors Attending in Person

Chris Ambrosini (Best Western Plus Humboldt Bay Inn, Eureka)
Lowell Daniels (Victorian Inn, Ferndale)
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)

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)
Shailesh Patel (Hampton Inn & Suites, Arcata)
Sherrie Potter (Hotel Arcata, Arcate)

Humboldt Lodging Alliance Members Not Present

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

I. **Director Ambrosini called the meeting to order at 11:03. There was a quorum**

II. **Approval/ modification of minutes from the June 17th, 2026 meeting. Director Porter made a motion to accept, Director Nil Patel made a second, the motion passed 15-0**

III. **Approval/modification of the agenda for the September 16th, 2026 meeting. Director Porter made a motion to approve, Director Ritchie made a second, the motion passed 15-0**

IV. **Executive Director's Report**- ED Matthews reported on activities from the individual jurisdictions, as well as what she has accomplished since the last quarterly meeting.

V. Approval of Financial Report, including fiscal year 2027 budget- ED Matthews presented the budget for fiscal year 26/27, as well as updated the board on current finances.

VI. Discussion Items

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

VI. Action Items:

A. **Consider a proposal from the Humboldt County Department of Aviation for $225, 000 for ACV to SEA revenue guarantee.** Aviation Director Justin Hopman made a presentation on behalf of the County Department of Aviation for the Seattle flight revenue guarantee. The Directors raised several points about fuel prices, and questioned the airline's commitment to Humboldt County. There was no motion made. Director Ritchie requested bringing the presentation back in three months, and director Hufford seconded it. The measure failed 4-9

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VII. Director Reports.

VIII. Public Comment: Evan Schwartz and Kristina Hunt made public comment

IX Director Ambrosini adjourned the meeting at 1:06 pm