



Humboldt County Visitors Bureau  
BOARD OF DIRECTORS

**MEETING AGENDA**

Thursday, October 6, 2022 • 11:30 a.m. to 1:00 p.m. Via Zoom

<https://us02web.zoom.us/j/85287264148?pwd=ZjFVUDFpanVQTTdld3hkSXlnWW0zQT09>

Meeting ID: 852 8726 4148 • Passcode: 576363

Board of Directors: Libby Maynard, *President*; Ara Pachmayer, *Secretary*; Justin Legge, *Treasurer*,  
Chris Ambrosini, Paul Beatie, Lowell Daniels, Jenny Early, Ken Hamik,  
Shannon Hughes, Aaron Ostrom, Sam Wedll, Julie Benbow, Kyle Abelli-Amen, *Staff:* Jason Baxter,  
*Marketing Consultant*, Marc Rowley, *Ex officio*. Supervisor Michelle Bushnell, Dianna Rios, *County Liaison*

- |      |   |              |
|------|---|--------------|
| I.   | Meeting call to order<br>Introduction of Guests                           | Libby        |
| II.  | Public Comment ( <i>3 minutes per comment</i> )                           |              |
| III. | Approval of Minutes of September 1 <sup>st</sup> meeting<br>o Action Item | All          |
| IV.  | Board Committee Reports   |              |
|      | • Executive Committee   | Libby        |
|      | • Financial Report  | Julie/Justin |
|      | o 422 shared space opportunity  |              |
|      | • Advocacy / Funding  |              |
|      | o Funding / partnerships update (Fortuna)                                 |              |
|      | o Nominations for Board Advocate  |              |
|      | o Presentation to BOS   |              |
|      | • Marketing   |              |
|      | o NOO and Rural Counties Meeting  | Julie        |
|      | o Analytics   | Jason        |
|      | o eNewsletter   | Kyle         |
|      | o Map & Guide   | Ken          |
| V:   | County Update   | Dianna       |
| VI:  | Other Business  |              |
|      | • Nominations for Vice President  | All          |
|      | • Nominations for new Director(s)   |              |
|      | • Staff updates   |              |

Adjourn