



Humboldt County Visitors Bureau  
BOARD OF DIRECTORS  
MEETING AGENDA

Thursday, November 16, 2023 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/87402799043?pwd=bHFkcGxqdzRqeW12Ny9GZVNxdllloUT09>

Meeting ID: 874 0279 9043 • Passcode: 982706

*President*; Ken Hamik, *Secretary*, Ara Pachmayer; *Treasurer*, Justin Legge, Lowell Daniels, Jenny Early, Shannon Hughes, Carlton Nielsen, Lisa Sundberg, Sam Wedll, Julie Benbow, *ED*, Jason Baxter, *Marketing Consultant*, Supervisor Michelle Bushnell, Dianna Rios, *County Liaison*

- I. Meeting call to order Ken  
 Roll Call & Director check in  
 Introduction of Guests
  
- II. Public Comment (*3 minutes per comment*)
  
- III. Approval of Minutes of September 21<sup>st</sup> meeting All
  - o Action Item
  
- IV. Board Committee Reports
  - Executive Committee Ken
  
  - Financial Report Julie / Justin
  
  - Advocacy / Funding Updates
  
  - Marketing
    - Analytics Jason
    - Marketing Campaigns-Update Julie
    - Map & Guide / Funding Carlton
  
  - Executive Director's Report\* Julie
  
- V: County Update Dianna
  
- VI: Other Business All
  - New Board Member Nominee - Molly Blakemore Carlton
    - o Action Item

Next Meeting: January 18<sup>th</sup> 2024

Holiday Party – January

Adjourn