



**Humboldt County Visitors Bureau  
BOARD OF DIRECTORS**

**MEETING MINUTES**

Thursday, November 3, 2022 • 11:30 a.m. to 1:00 p.m. Via Zoom

Present: Libby Maynard, Ara Pachmayer, Justin Legge, Jenny Early, Ken Hamik, Sam Wedll,  
Julie Benbow, *Staff:* Jason Baxter, *Marketing Consultant,*

Absent: Chris Ambrosini, Paul Beatie, Lowell Daniels, Shannon Hughes, Aaron Ostrom, Marc Rowley,  
Supervisor Michelle Bushnell, Dianna Rios, *County Liaison*

- I. Libby called the meeting to order at 11:35 am.  
Introduction of Peggy Murphy, standing in for Dianna Rios (County)
- II. Public Comment  
There were no public comments.
- III. Approval of Minutes of October 6<sup>th</sup> meeting
  - o Action Item  
Justin made the motion to approve the minutes as submitted.  
Jenny seconded the motion.  
The motion to approve the minutes as submitted passed unanimously.
- IV. Board Committee Reports
  - Executive Committee

Libby: The Ad Hoc Board Nominating Committee met to review Lisa Sundberg's CV. Ken nominated Lisa. Julie, Ken and Libby interviewed Lisa and agreed she will make a great addition to the Board.

- o Action Item  
Ken made the motion to accept Lisa Sundberg as a Board Member for HCVB.  
Sam seconded the motion.  
The motion was passed unanimously.

- Financial Report

Julie: Deposited \$30K from Fortuna LA – to be used develop a display at 422. When have schematics and process, will use this to approach other towns and areas for support. Rancheria Project is completed and will receive fee for services.

- Advocacy / Funding

Julie: Presentation to BOS was good presentation but not positive outcome to secure more funding. Third request for more funds. In 2021, HCVB applied for some of the \$7.4M ARPA funding, never heard what money was used for.

Peggy: \$5M for childcare sustainability program, Broadband, \$70K upgrades to job market, some used to fill County budget gap and increase staff.

Ken: ARPA funding was leverage and with investment in Tourism there is a really good return, over years. Difficult to make right impact for the county without sufficient funding. BOS looking for ways to restructure how tourism is done.

Julie: BOS know the travel related revenues that come into the county, and tourism is one of the top three economic drivers, and yet budget is \$205K - which is not sustainable. They want to promote tourism but are refusing to increase support. Humboldt cannot compete with other rural counties.

Justin: Humboldt is so far behind other counties with marketing. BOS have acknowledged that any investment in tourism will have an exponential return in tax revenue. Am afraid we are behind Mendocino and other counties, already losing future tax revenues.

In response to Jenny's comments about the quality of information in the HCVB Annual Report and her endeavors in SoHum to report on their marketing, Julie reminded the Board that, if fully staffed, the Bureau could offer support and help to smaller chambers and areas that do not have professional marketing staff.

Libby: Of BOS could change their view from financing certain areas to understanding can do many projects that can impact all areas. A past campaign for the arts used the statement *Arts and ...* (and Business, and Homelessness etc.) Start talking about *Tourism and...* need to figure out ways to break through mindset of Supervisors, everyone wants funding and they have become tone deaf which is frustrating.

- Marketing

Jason: Presented the October Digital Analytics. Similar insights as to September. Dip in reach – usual for October, not more popular month to travel and price of gas is up. Look at 90-day action and see reach for Facebook is up 221% 144K viewers, and Instagram up 32% reaching 33K viewers. 60% women. Getting a lot of new visitors to website (over 85%) which is important. (*Report at end of minutes.*) Upgrade content on website. How get through to people who think tourism happens in its own. Too comfortable, not high enough expectations. Need to meet Supervisors and understand where they are coming from. Don't understand the competitive scope and what goes on behind the scenes.

Julie: 422 is Tourism and ... people are over rhetoric and want to see something tangible. Get the Fortuna schematics done and take 422 concept on the road.

Jason – flat screens at Blue Lake Casino. Worth of meeting, need them for 422. Modular panels 18" square and, five panels with different content on them.

Kyle: eNewsletter report. Oct 28<sup>th</sup>, featured things to do in the rain, gift ideas and Dick Taylor Chocolate. 34K sent, 31% opening rate. Good results.

- Map & Guide

Ken: Put together a stakeholder meeting to get their point of view. What does end product look like.

V: County Update:

Thank HCVB for comprehensive report and presentation. Establish committee with two supervisors and staff, not yet scheduled the meeting. Dianna and Cody (airport) attended meeting to present Humboldt as a destination to airlines. Requires marketing and incentive packages. Meeting about future cruise ships.

VI: Other Business

Libby: Still need to elect a Board Vice President. Jenny nominated Ken. There were no other nominations.

Ken accepted the nomination.

- Staff updates

Julie: CEDS industry leaders forum - facilitated talks about tourism. Interesting to hear other business leaders ideas and knowledge about tourism. Bureau job to be act and think both globally and focused. Many county issues impact visitors but equally impact residents so need for 422 to bring them all together. Tourism and ...

Julie leaving on vacation over the holidays. NCTC Board meeting in Crescent City on 8<sup>th</sup>/9<sup>th</sup>.

Ken reported on a day-long meeting with HCOE about Compassionate Systems Learning with Peter Senge\* Zoom attendees from Brazil, Japan, Australia, Canada. Chosen three US hubs – Humboldt, Ventura and MIT – international problem solving in education (teachers, students and administrators).

Julie: HCVB Holiday Reception at 422, and also in-person December Board meeting.

The meeting was adjourned at 1:05 pm.

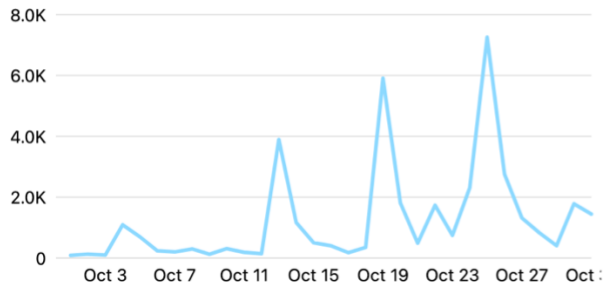
\*Peter Michael Senge is an American systems scientist who is a senior lecturer at the MIT Sloan School of Management, co-faculty at the New England Complex Systems Institute, and the founder of the Society for Organizational Learning. (Wikipedia)

## Facebook and Instagram Results – Digital Summary – October 2022

Although October showed an increase in followers on Facebook and Instagram, we saw a significant dip in overall reach this month on both feeds. Despite that fact, Facebook Page visits were up over 10% which means we simply didn't receive the "shares" and overall engagement compared to more popular travel months like August and September.

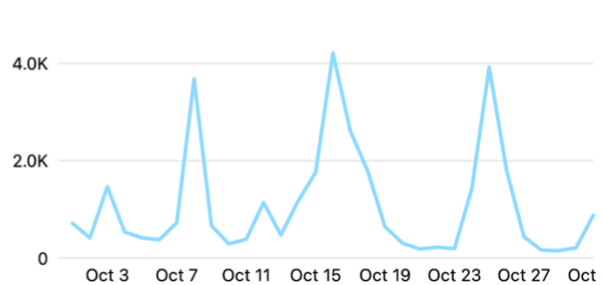
Facebook Page reach ⓘ

20,258 ↓ 59.7%

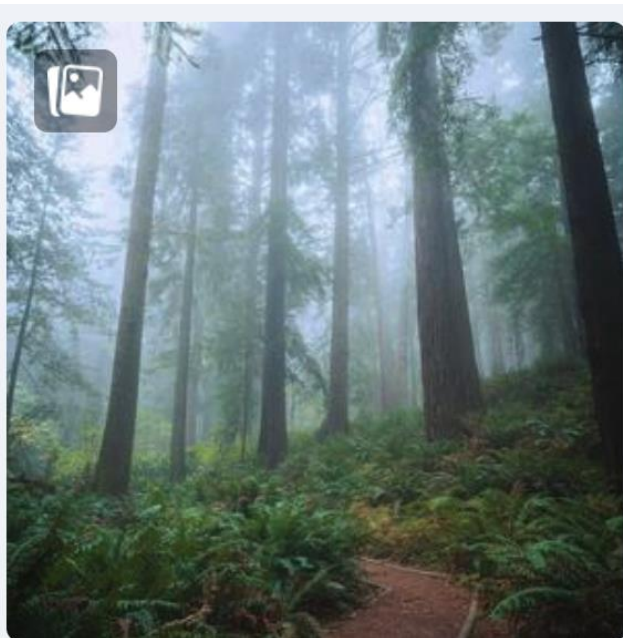


Instagram reach ⓘ

14,769 ↓ 31%



Our most popular Facebook and Instagram post was a shot of Fall in Southern Humboldt (at right) reaching over 11K people and receiving 792 reactions, comments, and shares.



A very close "second" was a foggy trail shot (see left) on a Sunday afternoon of the Arcata Community Forest reaching over 6.2K people and receiving 691 likes.

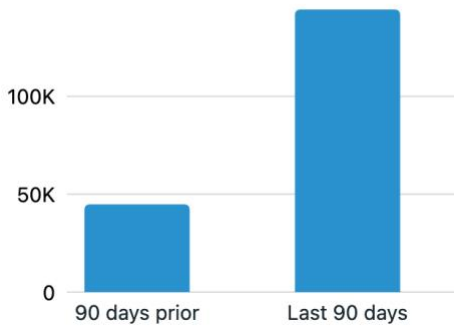
Taking a “big picture” look at our performance over 90 days, the trends look very good. Facebook’s reach is up 221.9% to 144K viewers and Instagram’s is up 32.2% reaching over 33K viewers.

### Facebook / 90 Day

Post reach ⓘ

144.4K ↑ 221.9%

Total from last 90 days vs 90 days prior

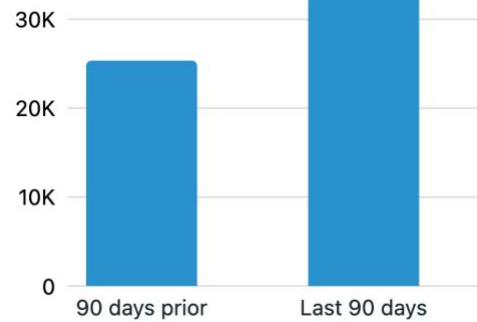


### Instagram / 90 Day

Post reach ⓘ

33.5K ↑ 32.2%

Total from last 90 days vs 90 days prior

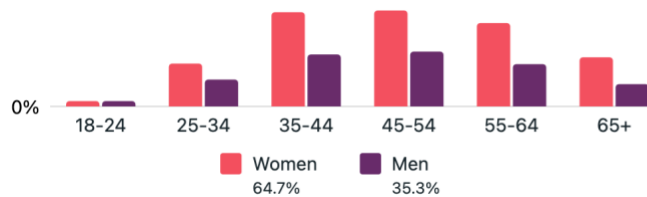


Our following is still slowly growing (Facebook 56,830 and Instagram 13,897). Women 35-64 account for over 60% of our audience in both platforms.

Facebook Page followers ⓘ

56,830

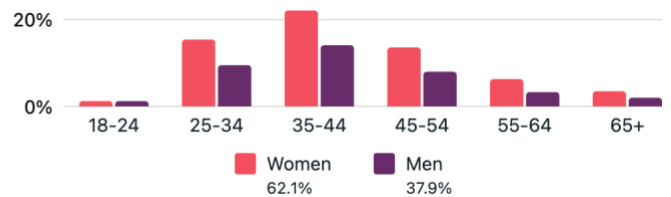
Age & gender ⓘ



Instagram followers ⓘ

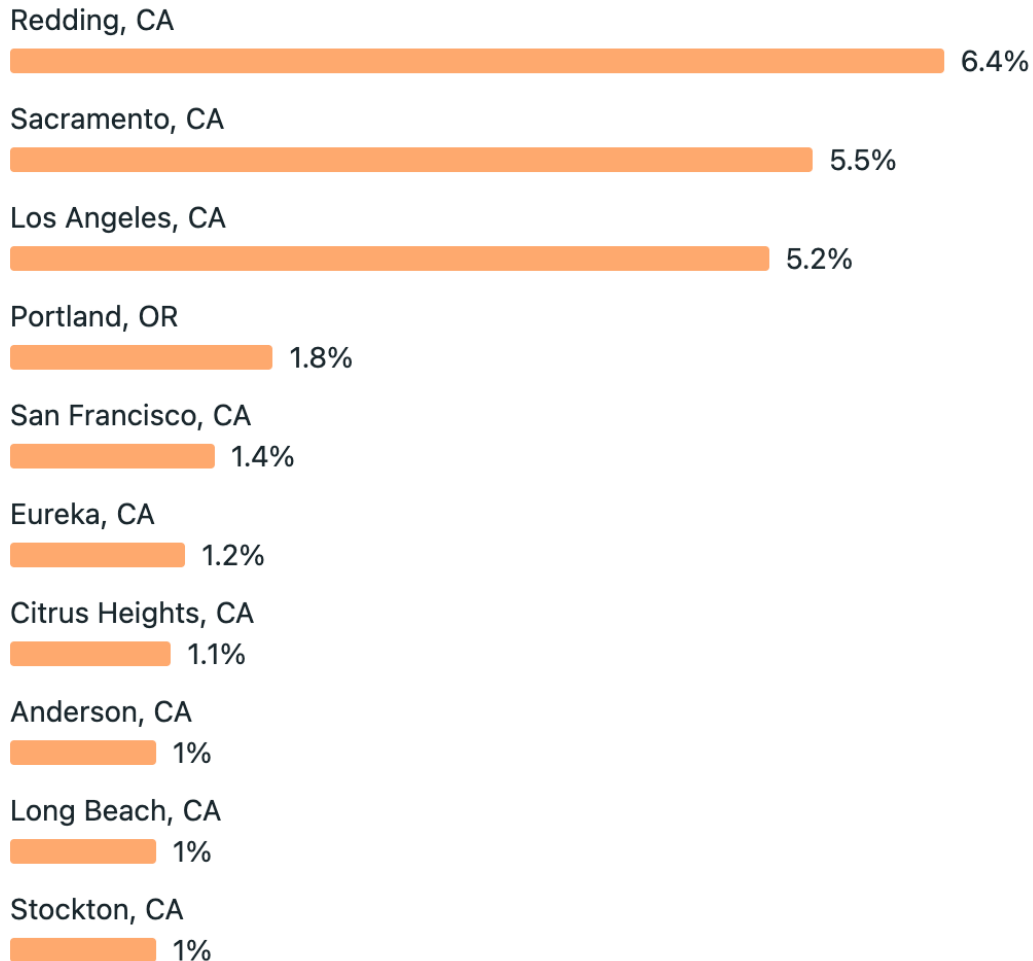
13,897

Age & gender ⓘ



Top cities for **Facebook** can be seen below with Redding, Sacramento, Los Angeles, Portland, and San Francisco taking the top five.

#### Top cities



Top **Instagram** cities are still a mix of local and tourist followers including Eureka, Los Angeles, Arcata, Sacramento, and McKinleyville.

(see next page for VisitRedwoods.com)

## VisitRedwoods.com Stats – October 2022

The website traffic dipped a bit last month to 87k+ pageviews (compared to 100K in Sept) which would be consistent with past years that also experienced a similar dip in October.

New user acquisition remains strong with 85.9% of October's viewers being new, and 14.1% returning viewers.

As you'll see below, our U.S. viewers are predominately "West Coasters" with the top locations being a combination of relatively nearby cities and local towns.

(1) San Francisco (2) Sacramento (3) Arcata (4) Eureka (5) Los Angeles (6) "not set" (7) Portland (8) Seattle (9) Roseville (10) San Jose

■ New Visitor ■ Returning Visitor

