



**Humboldt County Visitors Bureau  
BOARD OF DIRECTORS**

**MEETING AGENDA**

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

<https://us02web.zoom.us/j/86732336580?pwd=MDJMQjRyZ2ZPVkZJZNU92bWJkWIpuZz09>

**Meeting ID: 867 3233 6580 • Passcode: 971115**

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, *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 October 7 <sup>th</sup> meeting <ul style="list-style-type: none"><li>○ Action Item</li></ul>  | All   |
| IV.  | Board Committee Reports <ul style="list-style-type: none"><li>• Executive Committee<ul style="list-style-type: none"><li>○ Nominating Committee</li></ul></li><li>• Financial Report<ul style="list-style-type: none"><li>○ Fortuna / 422 shared space opportunity</li></ul></li><li>• Advocacy / Funding<ul style="list-style-type: none"><li>○ Presentation to BOS</li></ul></li><li>• Marketing<ul style="list-style-type: none"><li>○ Analytics</li><li>○ eNewsletter</li><li>○ Map &amp; Guide</li></ul></li></ul> | Libby<br>Libby<br>Julie/Justin<br>All<br>Jason<br>Kyle<br>Ken |
| V:   | County Update   | Dianna  |
| VI:  | Other Business <ul style="list-style-type: none"><li>• Board Nominee vote<ul style="list-style-type: none"><li>○ Action Item</li><li>○ Nominations for Vice President</li></ul></li><li>• Staff updates</li></ul>   | All   |

Adjourn