



**Humboldt County Visitors Bureau
BOARD OF DIRECTORS**

MEETING AGENDA

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

<https://us02web.zoom.us/j/81937009643?pwd=QXRGQ2lnczJKdXlhY2hxVDBodFBhUT09>

Meeting ID: 819 3700 9643 • Passcode: 646454

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

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|------|---|--------------|
| I. | Meeting call to order
Introduction of Guests | Libby |
| II. | Public Comment (<i>3 minutes per comment</i>) | |
| III. | Approval of Minutes of November 3 rd meeting
o Action Item | All |
| IV. | Board Committee Reports | |
| | • Executive Committee | Libby |
| | o Brown Act compliance | |
| | o 2023 Bi-monthly Meeting Schedule | |
| | • Financial Report | Julie/Justin |
| | o October Financials | |
| | o Hou'l Report Invoice | |
| | o 422 updates | |
| | • Advocacy / Funding | All |
| | • Marketing | |
| | o Analytics | Jason |
| | o eNewsletter | Kyle |
| | o Map & Guide | Ken |
| V: | County Update | Dianna |
| VI: | Other Business | |
| | • December 2 nd Meeting in Garberville & NCTC Meeting in Crescent City | |
| | • Holiday Reception Friday December 16 th . | |
| | • Staff updates | |

Adjourn