



**Humboldt County Visitors Bureau
BOARD OF DIRECTORS**

MEETING MINUTES

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

Present: Libby Maynard, Ara Pachmayer, Ken Hamik, Chris Ambrosini, Jenny Early, Shannon Hughes, Lisa Sundberg, Julie Benbow, *Staff:* Jason Baxter, *Marketing Consultant,* Kyle Intern Supervisor Michelle Bushnell, Scott Adair

Absent: Paul Beatie, Justin Legge, Sam Wedll, Lowell Daniels, Marc Rowley Dianna Rios, *County Liaison*

- I. Libby called the meeting to order at 11:35 am.
Introduction of new Director, Lisa Sundberg
Scott Adair joined the meeting to represent the County.
The Directors all introduced themselves to Lisa with some bio information. Julie described the role of the Bureau as the County DMO and its role in marketing all of Humboldt assets to the world, but also to connect with the residents.
- II. Public Comment: There were no public comments.
- III. Approval of Minutes of November 3rd meeting
Ken made the motion to approve the minutes as submitted.
Shannon seconded the motion.
The motion to approve the minutes as submitted passed unanimously.

IV. Board Committee Reports

- Executive Committee

Libby: Discussed the Brown Act compliance. Want to recommend that Bureau returns to meeting bi-monthly starting in 2023, in the second Thursday. Julie noted that bi-monthly meetings are in the bylaws but the schedule was changed after the previous ED's demise.

Shannon made the motion to hold HCVB Board meeting bi-monthly in 2023.

Lisa seconded the motion.

The motion was passed unanimously.

Libby reaffirmed that the Executive Committee will continue meeting monthly.

- Financial Report

As Justin was unable to attend due to his guide services, Julie made the short report. In 2023, with the meeting schedule changed to the second Thursday, the Board will receive previous months financials. Current invoices include contracts and monthly bills. Recently received \$30K from Fortuna LA for a display at 422 and some marketing. Invoice for consulting services submitted to Blue Lake Rancheria. HCVB fee will be \$16K.

The change in income from last year and 2020 reflects the PPP funds awarded. Negotiations are underway with the Ink People to move for Brenda Tuxford Gallery to 422. The fee for the space is currently under discussed as part of an MOU.

- Advocacy / Funding

Julie: The follow up to the HCVB presentation to the Board of Supervisors was for a committee of two supervisors and staff (Madrone, Bushnell, Scott and Alicia?) to meet. To date, a time for the meeting had not been set. Will be developing a budget for 422 and beginning the process of identifying funds and sponsorship opportunities.

- Marketing

As Jason was unable to attend due to COVID, Julie presented the November Digital Analytics report. (*attached at the end of the minutes*).

Strong numbers for November: Facebook reach up 5K+, Most popular post was of the Lost Coast – again. Instagram down slightly, most popular post was kayaking on Trinidad Bay.

Age and gender report consistent people 26-48 and. 60% women. Important stat: of the 71,271 pageviews, 86% of hits on website are new visitors, 14% repeat. We did see a shift in visitor locations in November. San Jose visitors jumped from #10 in October to #1 in November, and Los Angeles moved up two spots as well. We also saw Chicago make the list.

(1) San Jose, Los Angeles and San Francisco were the top. Invested \$135 in social media.

Kyle: eNewsletter report. Sent out November 28th, Happy Holidays message, featured the lighted truck and tractor parades, promoted whale watching in kayaks as the migration has begun, featured Ferndale as the quintessential Holiday Village with lighting of the Christmas Tree. The Bite was the Boardroom in Ferndale and Eureka. 34K sent, 36% opening rate, 5% up from October. Great results. Julie noted that the normal open rate is between 5 and 8% so ours is amazing.

Map & Guide: Ken reported that he reached out to Laura in SoHum to put a meeting together to hear her ideas. Will be seeing her tomorrow at the SoHum meeting.

Julie reported that we have a copy of every visitor guide the HCVB has published since 1991. Important to have the historical perspective, starting as a magazine format then transitioning to the current format in 2014

V: County Update:

Scott: Not managed to convene the Ad Hoc tourism funding committee, but will keep HCVB informed. Will be going with County personnel to participate in the *Let's Talk Tourism* community meeting at the Mateel Community Center in SoHum and share current initiatives.

Scott invited members to attend the weekly meetings about the offshore Wind Project,

Julie noted that going forwards HCVB will hold in-person meetings however also provide the Zoom option for those Directors who are out of the area. Need to have formal notice of unavailability.

VI: Other Business

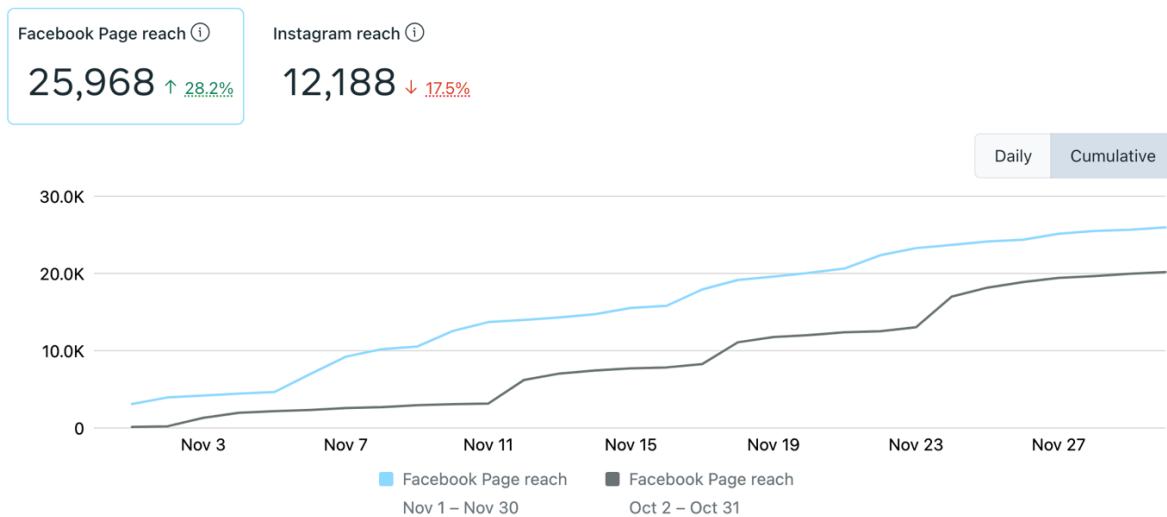
Prospective new Board Member – Nick Bown-Crawford, the ED of Humboldt Made. Comes with strong professional experience in the hospitality and food industry.

Julie: Will attend the SoHum community tourism meeting with Ken. Attending the North Coast Tourism Council board meeting in Del Norte on 8th/9th. Will remain the Chair through June 2023. Invitations to the December 16th holiday party going out. Office will be closed between Christmas and New Year.

The meeting was adjourned at 12:55 pm.

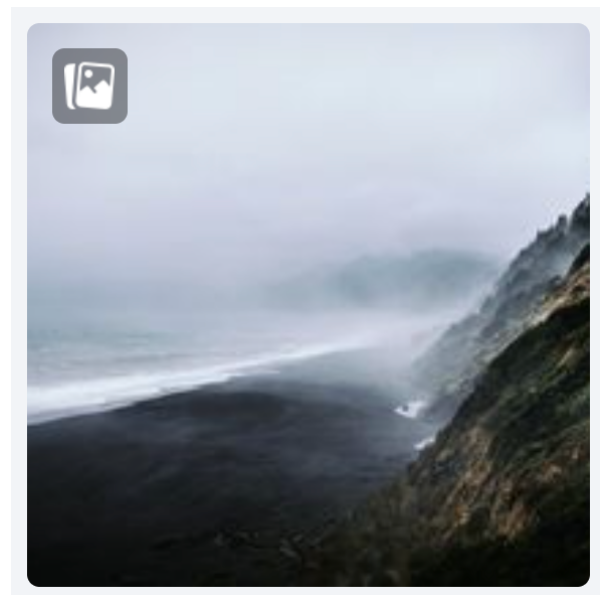
Facebook and Instagram Results – Digital Summary – November 2022

November's Facebook reach was up over 5K in November to 25,968 with Instagram's dipping to 12,188. Despite the overall lower daily reach compared to Summer, we saw significant increases towards the end of the month as seen below in Facebook's cumulative chart.



Last month's most popular Facebook post featured a foggy shot of Highway 1 running through the Lost Coast with descriptions of destinations in and around Shelter Cove.

Reach = 8,831
Comments = 41
Shares = 44





Our most popular Instagram post was an image of kayakers in Trinidad Bay during Thanksgiving weekend.

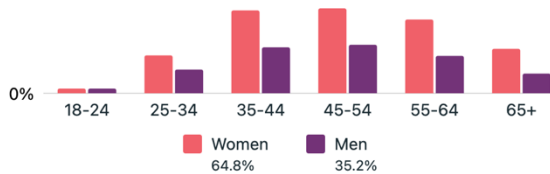
Reach = 5,622
 Likes = 610
 Comments = 8
 Shares = 17

Social Media Followers with Age and Gender Report

Facebook Page followers ⓘ

56,852

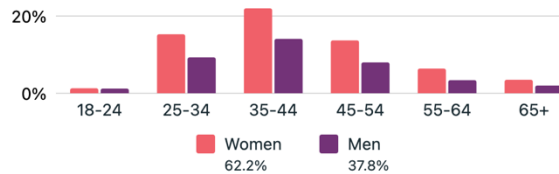
Age & gender ⓘ



Instagram followers ⓘ

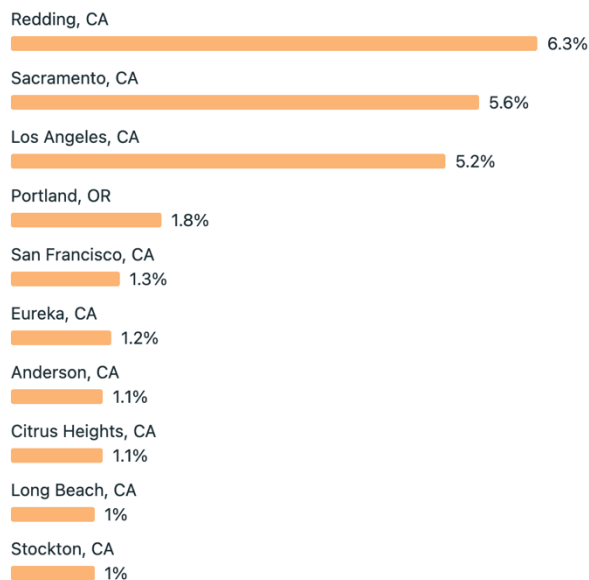
13,972

Age & gender ⓘ

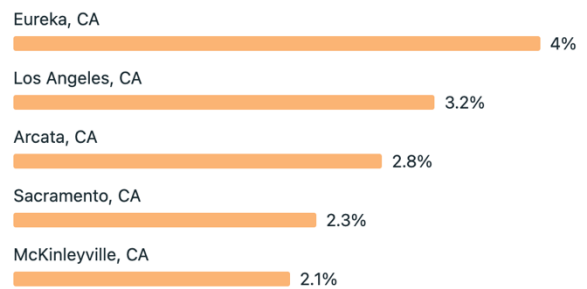


Top cities for Facebook (left) and Instagram (right)

Top cities



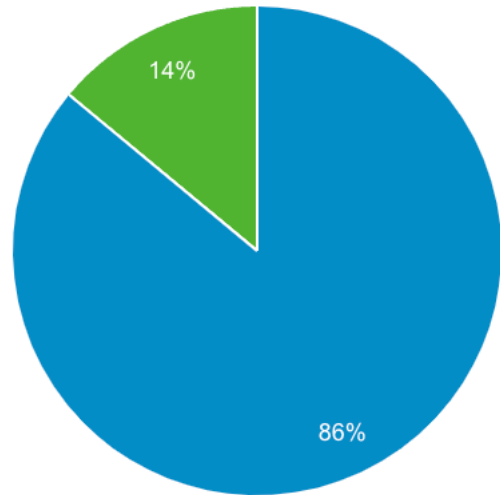
Top cities



VisitRedwoods.com Stats – November 2022

The website had 71,271 pageviews in November. 86% of those pageviews were new visitors.

■ New Visitor ■ Returning Visitor



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.

We did see a shift in visitor locations in November. San Jose visitors jumped from #10 in October to #1 in November, and Los Angeles moved up two spots as well. We also saw Chicago make the list.

(1) San Jose (2) "not set", Google cannot determine location (3) Los Angeles (4) San Francisco (5) Sacramento (6) Arcata (7) Eureka (8) Seattle (9) Chicago (10) McKinleyville

