



Humboldt County Visitors Bureau
BOARD OF DIRECTORS
MEETING AGENDA

Thursday, January 18, 2023 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/85964994675?pwd=Q3lhVEN2VmNDDeERHY3ZaVGZaVTFZUT09>

Meeting ID: 859 6499 4675 • Passcode: 557908

President; Ken Hamik, *Secretary*, Ara Pachmayer; *Treasurer*, Justin Legge, Molly Blakemore, 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 November 16th meeting All
 - o Action Item

- IV. Board Committee Reports
 - Executive Committee Ken
 - Ad Hoc travel & Tourism Committee: Next Steps* All
 - BOS Annual Report*

 - Financial Report Julie / Justin
 - County TOT Funding*

 - Advocacy / Funding Updates

 - Marketing Jason
 - Analytics* Julie
 - Marketing Campaigns-Cannabis Trail Campaign* Carlton / Julie
 - Map & Guide*

- V: County Update Dianna

- VI: Other Business All
 - Next Meeting: March 21st, 2024
 - Visit California Outlook Forum March 8th – 13th – Palm Springs.
 - March 16th – 17th Bay Area Travel & Adventure Show – Santa Clara
 - Holiday Party – February 14 ?

Adjourn