



**Humboldt County Visitors Bureau
BOARD OF DIRECTORS**

MEETING ADENDA

Thursday, January 30, 2025 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/85235614385?pwd=XSQvh4vE9O6tJkUQ1YquQZzC25hjAU.1>

Meeting ID: 852 3561 4385 • Passcode: 666989

Ken Hamik, *President*; Molly Blakemore, Lowell Daniels, Justin Legge, Carlton Nielsen, Ara Pachmayer, Lisa Sundberg, Sam Wedll, Julie Benbow, *ED*, Jason Baxter, *Consultant*

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| I. Meeting call to order | Ken |
| i. Roll Call & Director check in | |
| ii. Introduction of Guests | |
| II. Public Comment (<i>3 minutes per comment</i>) | |
| III. Approval of Minutes of November 21, 2024meeting | All |
| a. Action Item | |
| IV. Board Committee Reports | |
| Executive Committee | Ken |
| Financial Review | Julie |
| Revenue Projections - 6-month budget | |
| 2025 Commitments & Contracts | |
| Marketing | Julie |
| Map & Guide | |
| Analytics Review | |
| V. The Future | |
| The New Bureau 3:0 | |
| New Leadership | |
| Discussion | All |
| VI. Other Business | All |
| 422 & Celebration | |

Adjourn