



**Humboldt County Visitors Bureau
BOARD OF DIRECTORS
MEETING AGENDA**

Thursday, February 9, 2023 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/81937009643?pwd=QXRGQ2lnczJKdXlhY2hxVDBodFBhUT09https://us02web>
Meeting ID: 869 4525 4134

Board of Directors: Libby Maynard, *President*; Ken Hamik, *Vice President*, Ara Pachmayer, *Secretary*; Justin Legge, *Treasurer*, Chris Ambrosini, Paul Beatie, Nick Bown-Crawford, Lowell Daniels, Jenny Early, Shannon Hughes, 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 December 1, 2022 meeting <ul style="list-style-type: none">○ Action Item | All |
| IV. | Board Committee Reports <ul style="list-style-type: none">• Executive Committee• Financial Report<ul style="list-style-type: none">○ Review of EOY Financials○ 422 updates, Ink People MOU, Fortuna• Advocacy / Funding• Marketing<ul style="list-style-type: none">○ Analytics○ 2023 Campaigns○ Map & Guide | Libby
Julie/Justin
All
Jason
Julie
Ken |
| V: | County Update | Dianna |
| VI: | Other Business <ul style="list-style-type: none">• Denver Travel & Adventure Show, Outlook Forum• HCVB Board Retreat | |

Adjourn