



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

Thursday, March 21, 2024 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/89614247440?pwd=dGVsODBEM2VSOFIhSnRsR2Uyd0Jjd09>

Meeting ID: 896 1424 7440 • Passcode: 082991

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*

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|------|---|-----------------|
| I. | Meeting call to order | Ken |
| | Roll Call & Director check in | |
| | Introduction of Guests | |
| II. | Public Comment (<i>3 minutes per comment</i>) | |
| III. | Approval of Minutes of January 18th meeting | All |
| | o Action Item | |
| IV. | Board Committee Reports | |
| | • Executive Committee | Ken |
| | • Financial Report | Julie / Justin |
| | • Advocacy / Funding Updates | Julie / Carlton |
| | <i>Annual Report</i> | |
| | • Marketing | |
| | <i>Analytics</i> | Jason |
| | <i>Cannabis Trail Campaign</i> | Julie |
| | <i>Map & Guide</i> | |
| | <i>PR Updates</i> | |
| V: | County Update | Dianna |
| VI: | Other Business | All |

Next Meeting: June 20th, 2024

Adjourn