



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

Thursday, April 13, 2023 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/86771232528?pwd=K2c3TWVDWDVNZWdRbWUzcEdFVXh4Zz09>

**Meeting ID: 867 7123 2528 • Passcode: 383896**

*Board of Directors:* Libby Maynard, *President*; Ken Hamik, *Vice President*, Ara Pachmayer, *Secretary*; Justin Legge, *Treasurer*, Paul Beatie, 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*

- |      |   |              |
|------|---|--------------|
| I.   | Meeting call to order                                   | Libby        |
|      | Introduction of Guests                                  |              |
| II.  | Public Comment ( <i>3 minutes per comment</i> )         |              |
| III. | Approval of Minutes of February 9 <sup>th</sup> meeting | All          |
|      | o Action Item   |              |
| IV.  | Board Committee Reports                                 |              |
|      | • Executive Committee                                   | Libby        |
|      | • Financial Report                                      | Julie/Justin |
|      | • Advocacy / Funding                                    |              |
|      | o HCVB Board Retreat Report                             | All          |
|      | o Action Plan   |              |
|      | • Marketing   |              |
|      | o Analytics   | Jason        |
|      | o 2023 Campaigns-Update                                 | Julie        |
| V:   | County Update   | Dianna       |
| VI:  | Other Business  |              |
|      | • Executive Director Short Report                       | Julie        |

Adjourn