



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

Thursday, April 13, 2023

Present: (in person) Libby Maynard, *President*; Ken Hamik, *Vice President*, Jenny Early, Lisa Sundberg, Lowell Daniels, Sam Wedll, Marc Rowley, *Ex Officio*, Julie Benbow, *ED*,
(via Zoom) Shannon Hughes, Ara Pachmayer
Absent Justin Legge, Supervisor Michelle Bushnell, Dianna Rios, *County Liaison*

- I. The meeting was called to order at 11:35 am.
Role call was taken. A quorum was present.
Guest, Carlton Neilsen, publisher of 101 Things, was introduced.
- II. Public Comment: There were no public comments.
- III. Approval of Minutes of February 9, 2023 meeting
Lisa made the motion to approve the minutes as submitted.
Sam seconded the motion.
The motion to approve the minutes as submitted passed unanimously.
- IV. Board Committee Reports

- Executive Committee

Libby reported that the committee met (April 11) and reviewed the proposed next marketing and advocacy steps. Topics will be covered in the meeting.

- Financial Report

Julie noted that there are enough funds to cover all projected expenses this fiscal year, and revenue that could be used for special marketing projects. She has put together a marketing plan and budget to present at the Marketing committee for discussion.

The 23-34 budget will be developed when the TOT totals have been confirmed by the County.

- Advocacy & Funding Report

Julie met with Chuck Leishman (HLA). They agreed to pursue a closer collaboration / partnership. Next Steps: Julie will put together one-sheet of talking points, and will work with board members to schedule meetings with regional HLA Board Members. Priority is to meet with John Porter (Benbow Historic Inn) and Mike Caldwell (Inn of the Lost Coast) to discuss the mutual benefits of collaboration. Marc offered to represent the Bureau, as did Jenny and Justin who have close working relationships with them. Julie will meet with Donna Hufford (Orick, Roosevelt Base Camp) and Chris Ambrosini (Eureka, Best Western Plus).

Meetings with individual Supervisors will be scheduled after meetings and feedback from the HLA directors.

Julie will be attending the CalTravel Tourism Advocacy Week in Sacramento (May 15-17). Meetings with Senator McGuire and Assemblyman Woods.

- Marketing Report

Ken: As per the financial statement and available funds, the Marketing Committee will meet to discuss the best use of available marketing funds and possible marketing projects for June and July. Committee to meet May 3rd

In answer to Jenny's question regarding the Map & Guide, it is one item in the marketing plan and budget of five possible projects. The M&G is the biggest ticket item and with distribution costs (and need for design/admin help) may be put on hold. The Committee will discuss the pros and cons and prioritize projects, then submit a proposal to the Board to vote for approval. *(Marketing Committee: Ken – chair, Sam, Jenny, Shannon, Ara and Carlton. With Jason, consultant, and Julie).*

Julie presented the Digital Analytics report for March 12 – April 13: *(see full report at end of minutes).*

- Facebook: 56,972 followers with post engagement over the past 90 days an impressive **(up 80%)** 79.2K people
- Instagram: 15,591 followers, feed reached 16.5K in the last 30 days, up 8%
- Three top cities Redding, Sacramento & Los Angeles

Website:

- 106K+ pageviews from 47,868 users, 46,896 of those new users
- increasingly younger viewer base, over 61% of all website visitors between 18 and 44.

eNewsletter:

- April: (28,305 recipients): Open rate – 42.1% (19,005); click rate – 34%
- May: (27,983 recipients): Open rate – 41.1% (16,915); click rate – 34%

Julie: Bureau will host two sets of media / influencers:

- Hosting writer/editor for FODOR's Guides, coming through. Created an itinerary for him of new experiences and services.
- National Parks Travelers (Connor & Morgan. April 21-23 – Benbow Inn & Roosevelt Base Camp) 236K followers. Justin helping as Guide.

Cruise Ship with 256 passengers due Sunday, May 7th. 422 will be open to greet passengers and provide information.

North Coast Tourism Council Board Meeting (Zoom). Very successful web and social performance. Julie will be writing the Visit California grant application for \$50,000 match funds for FY 23/24 marketing.

V: County Update
No report.

VI: Other Business: Director Updates

- Jenny reported that the Southern Humboldt Chamber of Commerce will hold a 4/20 event to support the farmers. A meet-and-greet, showcase. Doing the Fireman's Ball fundraising event at the Benbow Inn for the Fire Department. Also, a Mothers' Day Brunch at the Julia Morgan Estate – a very popular event, guests get to learn about the history of the house. Not doing smaller July 4th firework display (due to costs), and will have activities for kids and adults.
- Sam: Lots going on at the Hotel & Casino: Hosting the First Missing Indigenous Person's Event with community partners. • Grand Reopening of the Hotel on 28th. Everyone is invited – prizes, food, and fun.
- Lisa – going to Sweden and France (Paris) to learn how Humboldt can be one of the first communities in America to offer hempcrete as a regenerative bio-based building material. She will meet Peter Holmdahl to bring this latest hempcrete housing technology to our community and the Tribes. Hempcrete is EU-certified, fire-retardant, mold-resistant, a naturally efficient insulator, carbon negative -- and now approved into the US building code.
- Ken: There will be big CannaFest in September – three days of events. Some in SoHum, others in Halverson Park, Eureka. Family friendly. This has been a very popular event happening in Chicago and other cities. In 2017, it was very well attended in Humboldt. • The inaugural "Taste of Humboldt" will happen late summer in McKinleyville. Start small and grow.
- Shannon: Willow Creek will be celebrating the 61st Annual Bigfoot Daze on Saturday, July 8th. Family-friendly with events, music, food, and the Parade at 10a.m. will kick-off the festivities.
- Julie: Brenda Tuxford Gallery is established at 422. Exhibits will rotate monthly, with openings during Arts Alive.
- Lowell shared with the Board the work his son and daughter-in-law have been doing for the past 30 years. Marc and Leah Daniels own the Mind's Eye Manufactory in Ferndale and are founders of *Make Access Iqya̓̓ Apprenticeships*. Marc Daniels has helped facilitate iqya̓̓ [Unanga̓̓ sea kayak] builds across Unanga̓̓ territory for the last three decades. During a six-week community build at his workshop, Daniels facilitated the construction of a different skin-on-frame vessel: a nigila̓̓, an Unanga̓̓ open skin boat. This is the third nigila̓̓ built in the last year, but when it's launched, it'll potentially be the first to touch water in more than two centuries! Read about it here
- <https://www.kucb.org/arts-culture/2023-04-27/unangax-open-skin-boat-to-be-launched-next-month-potentially-the-first-to-touch-water-in-more-than-two-centuries?fbclid=IwAR1hC51VzvSgtcAamzIUbyt-X6fcwdJH3-zTIfPNL5jIIMFI2Mi11zcmE>

The next HCVB Board meeting will be June 8th.
The meeting was adjourned at 12:45p.m.