



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

Thursday, May 16, 2024 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/86556526475?pwd=aIVpbm5XODEwamVxYUhpPTnZ0cmdDQT09>
Meeting ID: 865 5652 6475 • Passcode: 853641

*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*

- I. Meeting call to order Ken
 - Roll Call & Director check in
 - Introduction of Guests

- II. Public Comment (*3 minutes per comment*)

- III. Approval of Minutes of March 21st meeting All
 - Action Item

- IV. Board Committee Reports
 - Executive Committee Ken
 - County contract renegotiations*
 - Ad Hoc committee to review current contract*
 - Survey responses*
 - Financial Report Julie / Justin
 - Review of Financial position*
 - 24/25 Budget*
 - Advocacy / Funding Updates Julie / Carlton
 - Measure J Report*
 - Meetings with Supervisors*
 - Marketing Jason
 - Analytics* Julie
 - PR Updates*
 - Cannabis Trail Campaign*
 - Media Hosting, Sponsorships*
 - Map & Guide & eNewsletter*
 - NOO National Ads & IPW*

- V: County Update Dianna

- VI: Other Business All
 - Next Meeting: July 18, 2024

Adjourn