



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

Thursday, July 18, 2024 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/85263912599?pwd=kSidfBaZC8AMs1EsntzzufxqNJ6SMb.1>

**Meeting ID: 852 6391 2599 • Passcode: 850564**

*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<br>Roll Call & Director check in<br>Introduction of Guests   | Ken                            |
| II.  | Public Comment ( <i>3 minutes per comment</i> )  |                                |
| III. | Approval of Minutes of May 16 <sup>th</sup> meeting<br>○ Action Item   | All                            |
| IV.  | Board Committee Reports<br><ul style="list-style-type: none"><li>• Executive Committee<br/><i>Stakeholder outreach</i></li><li>• Financial Report<br/><i>23/24 Year End financial review</i><br/><i>24/25 Budget</i></li><li>• Marketing<br/><i>Analytics</i><br/><i>23/24 Brochure distribution</i><br/><i>Map &amp; Guide &amp; eNewsletter</i><br/><i>NOO / VCA Grant Application</i><br/><i>Rural Counties meeting Sacramento 10/1</i></li></ul> | Ken<br>Julie<br>Jason<br>Julie |
| V:   | County Update  | Dianna                         |
| VI:  | Other Business<br>Next Meeting: September 19, 2024   | All                            |
|      | Adjourn  |                                |