



**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

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|------|--|----------------|
| I. | Meeting call to order
Roll Call & Director check in
Introduction of Guests | Ken |
| II. | Public Comment (<i>3 minutes per comment</i>) | |
| III. | Approval of Minutes of May 16 th meeting
○ Action Item | All |
| IV. | Board Committee Reports | |
| | • Executive Committee
<i>Stakeholder outreach</i> | Ken |
| | • Financial Report
<i>23/24 Year End financial review</i>
<i>24/25 Budget</i> | Julie |
| | • Marketing
<i>Analytics</i>
<i>23/24 Brochure distribution</i>
<i>Map & Guide & eNewsletter</i>
<i>NOO / VCA Grant Application</i>
<i>Rural Counties meeting Sacramento 10/1</i> | Jason
Julie |
| V: | County Update | Dianna |
| VI: | Other Business | All |
- Next Meeting: September 19, 2024

Adjourn