



**Humboldt County Visitors Bureau  
BOARD OF DIRECTORS**

**MEETING MINUTES**

Thursday July 1<sup>st</sup>, 2021 • Via Zoom

Present: Libby Maynard, Jeff Durham, Ara Pachmayer, Chris Ambrosini, Paul Beatie, Lowell Daniels, Jenny Early, Ken Hamik, Shannon Hughes, Justin Legge, Aaron Ostrom, Supervisor Michelle Bushnell, Marc Rowley, *Ex officio*, Julie Benbow, *Staff*  
Absent: Pete Oringer, Scott Adair

- I. Libby called the meeting to order at 11:35 a.m.  
Directors checked in. Marc, Chris, and Lowell reported high occupancy rates and staff challenges.
- II. Approval of Minutes of June 3rd meeting  
Pete made the motion to approve the minutes as submitted.  
Ken seconded. There were no additions, corrections, or comments.  
The motion to approve the minutes passed unanimously.

III. Board Committee Reports

Executive Committee:

Libby reported that the Committee met on June 15<sup>th</sup> and discussed hotel occupancy rates and visitor numbers, ARPA funding request and the solicitation of letters of support to the Board of Supervisors.

Financials:

Julie: Due to the meeting being on the first of the month, one day after the Bureau EOY (June 30<sup>th</sup>) the 20/21 EOY financial report are unavailable. They will be reviewed at the August meeting. Current account balance (with payables deducted) is \$210K+ and \$115K in restricted/savings.

The application for one-time funding of \$600K from the American Recovery Plan Act (ARPA) monies has been submitted to the County. No word on when it will be awarded. It was accompanied by 14 letters of support from community members and business leaders, including one from Caroline Beteta, the President & CEO of Visit California.

Advocacy / Funding:

Jeff: There have been no other meetings with Supervisors scheduled. The focus had been on reaching out to community and business leaders to solicit letters of support for ARPA funding. He commented on the people who had not sent letters.

## Marketing

The Marketing Committee has not been meeting but will commence when funding is approved.

Julie reported on the increase in numbers of Website, Facebook, and Instagram traffic, with some posts getting reach in excess of 10K. Listings on the website are being updated on an ongoing basis, and the events calendar kept current. Staff continue to receive multiple daily information and brochure requests from prospective visitors, and there has been a spike in the number of visitors coming to the office for information.

## IV: ED Report

Julie reported on a meeting with Scott to finalize the MOU between the County and the Bureau. The draft had been edited to reflect Julie's comments and recommendations. For this first time, this MOU will name HCVB as the designated and recognized County Tourism DMMO. When the MOU is signed, it will go before the Board to be ratified. No date has been set.

The TOT totals for 2019/2020 indicated that the Bureau will receive a total of \$203,896 in County funds for FY 21/22.

Julie visited with the owners of a new, fun business that will be very popular with visitors. Luna Llama Adventures is the opportunity to go hiking with llamas carrying the gear. Hikes are available throughout the county for half-day, full day and overnight trips. The owners, Keagan and Jonathan are young and very entrepreneurial. The six llamas are tame, friendly and very well trained. Keagan is an HSU graduate.

[www.lunallamaadventures.com](http://www.lunallamaadventures.com)

Podcast: The Hello Humboldt! podcast is currently on hiatus due to scheduling issues. Recording will resume in September for airing during the shoulder season starting around mid-October.

## V. County Update

As Scott was not in attendance, there was no County report.

## VI: Other Business

Ara reported on the completion of the cannabis report "Cannabis Tourism in Humboldt County: Moving Forward." developed with her students. She will make the report available to the Board to share with interested parties.

Ken reported that the Arcata Chamber Board will be holding a facilitated Board retreat to envision the future for business and the community. The Oyster fest was a success. More events will be happening in the coming months.

Julie reported on a ceremony in Garberville celebrating the first Cannabis Trail markers in Humboldt County. Spearheaded by Brian Applegarth, the trail honors the pioneers, places and moments that paved the way for legal cannabis. The trail will start in Santa Cruz and end in Weaverville. <https://thecannabistrail.org>

VII. Next Meeting will be held on Thursday August 5th at 11:30 am.

VIII. Adjourn: Libby adjourned the meeting at 12:25 pm.