



Humboldt County Visitors Bureau
BOARD OF DIRECTORS
MEETING AGENDA

Thursday, July 6, 2023 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/85988057841?pwd=QWFNTnNEc0Z5MGVVRXBvWmorZFNpQT09>

Meeting ID: 859 8805 7841 • Passcode: 657761

Board of Directors: Libby Maynard, *President*; Ken Hamik, *Vice President*, Ara Pachmayer, *Secretary*; Justin Legge, *Treasurer*, Lowell Daniels, Jenny Early, Shannon Hughes, Lisa Sundberg, Sam Wedll, Marc Rowley, *Ex officio*. Julie Benbow, *ED*, Jason Baxter, *Marketing Consultant* Supervisor Michelle Bushnell, Dianna Rios, *County Liaison*

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

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

- III. Approval of Minutes of April 13th meeting All
 - o Action Item

- IV. Board Committee Reports
 - Executive Committee Libby

 - Financial Report Julie
 - 23/24 Budget review
 - o Action Item

 - Advocacy / Funding Updates
 - Humboldt Cannabis Reform Initiative Letter
 - o Action Item

 - Marketing
 - Analytics Jason
 - Gateway Partners Meeting Report
 - 2023 Marketing Campaigns-Update Julie / Ken

- V: County Update Dianna

- VI: Other Business All
 - New Board President & Vice President
 - o Action Item
 - Nominating Committee / Prospective Board Members

Adjourn