



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

Thursday, July 6, 2023

Present in Person: Libby Maynard, Ken Hamik, Lowell Daniels, Justin Legge, Julie Benbow, *ED*,
Jason Baxter, *Marketing Consultant*

Present via Zoom: Ara Pachmayer, Jenny Early, Sam Wedll, Dianna Rios, *County Liaison*

Absent: Lisa Sundberg, Shannon Hughes, Supervisor Michelle Bushnell

- I. Libby called the meeting to order at 11:35 am.
Roll call was taken.

As there was not a quorum of Directors present, a discussion ensued as to compliance with the Brown Act and having a “special” meeting. Dianna informed the Board that under the Brown Act, the meeting designation could not be changed without notice.

Lowell, who serves on the Board of the Humboldt Lodging Alliance, described similar challenges to establishing meeting quorums. In order to clarify their position, HLA hired legal Counsel (Civitas) who reported that a quorum can be a combination of in-person and Zoom attendance to comply with the Brown Act.

Libby noted that, prior to the pandemic, the Bureau did not conform with the Brown Act, nor was it an issue, and questioned the County’s assertion that compliance with the Act was stated in the MOU between HCVB with the County.

Julie voiced concerns that, rescheduling the meeting again would impact two important Agenda Items: the adoption of the 2023/2024 Budget and the change of Board leadership. Libby reported that the Executive Committee had reviewed the budget and propose that the Board adopt it; Libby noted that she had extended her term as Board President and Director for one month beyond her term and thanked all the Directors for their service. It was proposed and agreed that the meeting adjourn and be rescheduled for the following week to fulfill the in-person quorum.

Dianna, upon reviewing the HCVB contract with the County, could find no reference to the Brown Act. Libby and Lowell reiterated that HCVB had never previously been required to comply with it.

It was agreed that HCVB does not operating under the Brown Act and therefore meetings do not require an in-person quorum.

Ken reported that Chuck Leishman (HLA) confirmed that both Civitas and a local lawyer agree that a quorum can be both in-person and via Zoom.

Libby officially called the meeting to order at 12:05 pm.
Directors checked in.

As her last meeting, Libby stated that her nine years of service to the Bureau had been “quite a ride” and thanked Ken for taking over the leadership reins.
Ken, on behalf of the Directors, thanked Libby for her service and leadership through very challenging times, and overseeing a new vision and representing all parts of Humboldt and establishing new collaborations and partnerships, initiatives that he looks forward to strengthening.

Lowell thanked Libby for all she has brought to the Bureau, and Ken for stepping up as President, a difficult role at this time.

Jenny echoed Lowell and Ken’s sentiments and expressed her commitment to the Board and the Bureau’s mission.

Jason acknowledged Libby’s decades-long involvement with the arts and culture communities in the County, and praised her advocacy, leadership and involvement with many organizations.

Guest Yvonne Hendrix (ED Southern Humboldt Chamber of Commerce) praised the work being done by the Bureau. Julie noted that Yvonne had put together a thorough and thoughtful report that she presented at the meeting of the Chambers who receive County TOT funds.

II. There were no Public Comments

III. Approval of Minutes of April 13th meeting

Ara made the motion to approve the minutes as submitted.

Ken seconded the motion.

The motion to approve the minutes as submitted passed unanimously.

IV. Board Committee Reports:

- Executive Committee

Libby reported that the committee met and reviewed the 23/24 budget and marketing plans. Topics will be covered in the meeting.

- Financial Report

Julie noted that the 22/23 end-of-year financials are being finalized – ensuring that any late invoices are paid and correctly attributed. Current projections show that an estimated \$90K may be carried forward to 23/24 budget. The accountants agreed to change the GL coding for the TOT pass through funds which currently are coded as HCVB marketing expenses, so a precise amount for HCVB marketing endeavors can be tracked.

23/24 County funding has increased over last year and will be invested in marketing. The Marketing Committee will be tasked with making some decisions about which large projects to invest funds in. The Ink People will be signing an MOU, and start paying rent in September/October. The County (Scott Adair) approached HCVB to lease space for a wind energy education exhibit and will follow up with a proposal. Julie reviewed the budget narrative submitted to the Board with the proposed budget.

- Ken made the motion to approve the 23/24 budget as submitted.
- Ara seconded the motion.
- The motion to approve the budget passed unanimously.

Advocacy / Funding Updates

Humboldt County Growers Association has reached out to many county organizations, including the Bureau, requesting a written letter in opposition to the Humboldt Cannabis Reform Initiative which will appear on the March 2024 ballot. The measure is considered to be highly detrimental to cannabis farmers and the future of the cannabis industry.

- Ken made the motion: ED to draft a letter of opposition with final approval by the Board by email.
- Ara seconded the motion
- The motion to approve the budget passed unanimously.

Marketing

Jason reviewed the most recent social media and website traffic data: (August report attached at end of minutes) showing an increase in both Instagram and Facebook clicks.

eNewsletter:

- June: (27,975 subscribers): Open rate – 38.8% (16,120); 936 click thru's
- July: (28,027 subscribers): Open rate – 24.6% (9,756); 600 click thru's

Gateway Partners Meeting

Julie reported on the June 29th meeting of the five organizations that receive County TOT funding. Attending were: Donna Hufford (Orick), Tangie Markel (Willow Creek, Board Secretary), Meredith Matthews (Arcata Chamber), Yvonne Hendrix (Southern Humboldt Chamber), Laura Lasseter (SHBVB), Ken Hamik (HCVB Board President), Jason Baxter (marketing consultant), Supervisors Madrone and Bushnell. Discussed strategies for working together most effectively. Each participant gave a short organizational report and shared website and social media stats if available. These meetings will be held every quarter.

2023 Marketing Campaigns-Update

With the approval of the 23/24 HCVB budget, marketing projects will be prioritized with timelines and cost estimates and presented for discussion to the Marketing Committee. This will include production of the Map & Guide.

V: County Update

Dianna reminded the Board of the resumption of the Avelo flights to Las Vegas in September. ACV will be closed for runway maintenance from August 14th thru 25th.

VI: Other Business

As current Vice President, Ken agreed to assume the leadership role as HCVB Board President. As there were no alternates proposed or objections, he was voted in unanimously.

Nominating Committee / Prospective Board Members

Sam agreed to serve with Ken and Julie on the Nominating Committee. Ken urged Board Members to consider who would make a good Director and to contact one of the committee with the nomination.

The next Board meeting will be held on Thursday, September 21st at 11:30 am.

The meeting was adjourned at 1:20pm

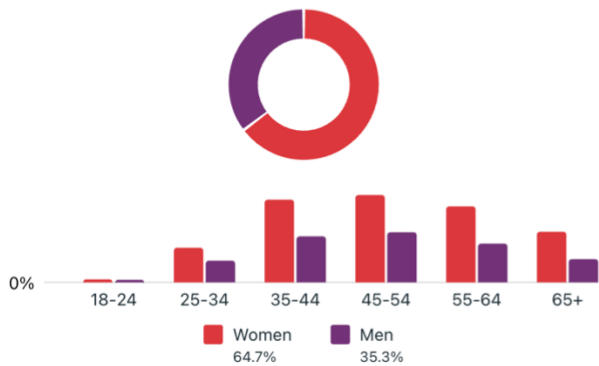
Digital Summary – HCVB (Aug 30, 2023)

Facebook and Instagram Results - 28 day Digital Media

- Facebook following is up to 57,563 followers reaching 194,661 people in the last 28 days.
- The Bureau’s Instagram feed has a smaller following of 16,559 and has reached 9,796 people in the last 28 days.
- Age and gender shown in the graph below, followed “top cities” showing where followers are located.

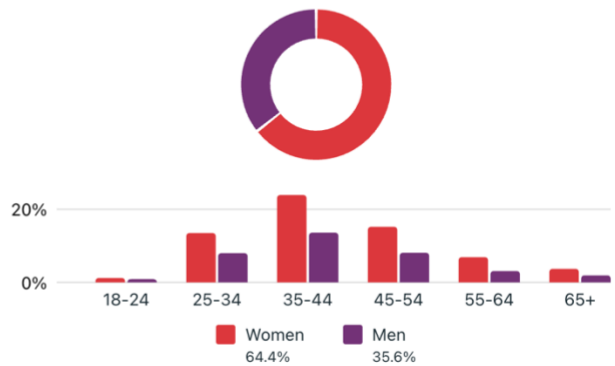
57,563

Age & gender ⓘ

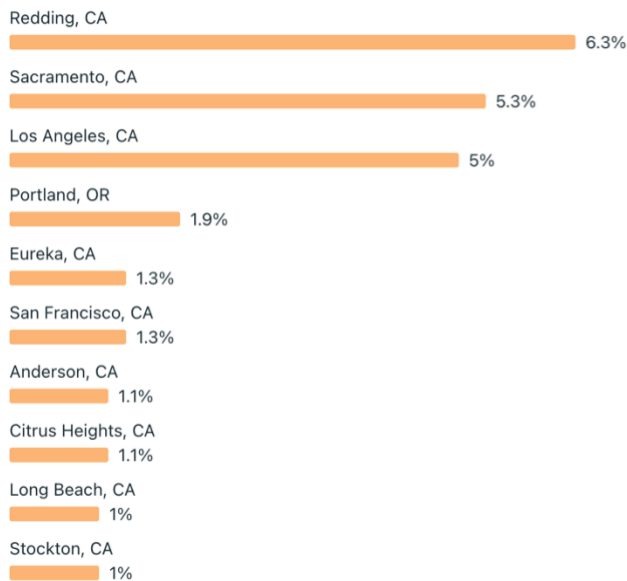


16,559

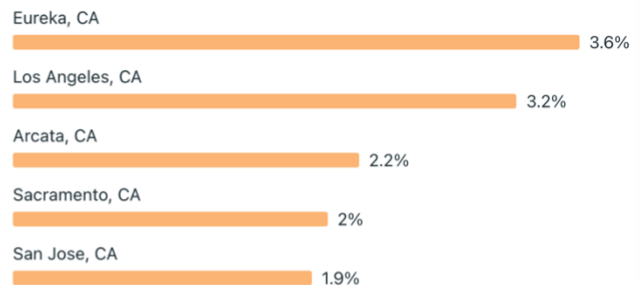
Age & gender ⓘ



Top cities



Top cities



Content that resonated the most in the past four weeks:

(Top 2 Facebook Posts)



Another beautiful summer day in #heavenlyHumboldt - Sue-meg State Park

Reach = 95,100
Likes and Reactions = 550
Comments = 37
Shares = 37



Humboldt Moment of Zen: Trinidad

Reach = 31,370
Likes and Reactions = 633
Comments = 17
Shares = 45

(Top 2 Instagram Posts)

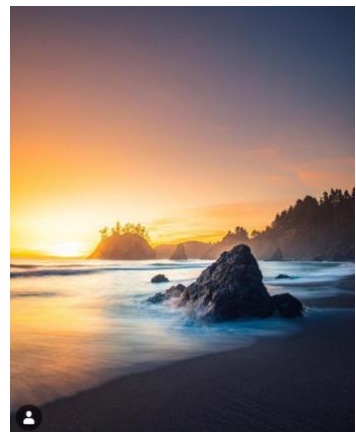
Humboldt's Stairway to Beach Heaven

Reach = 5,567
Likes/Comments/Shares = 810



Humboldt's Trinidad State Beach

Reach = 2,753
Likes/Comments/Shares = 386



VisitRedwoods.com 30 Day Stats

- 83K+ sessions from 66K users. 63,805 of those are new users. Approximately 68% of our visits are mobile, 31% desktop, and 1% tablet. The majority of our website visitors are male (53.6% Men vs 46.4% Women).

Top Page Visits over 30 Days / Average Load Time for Each

- 1 = (8,646) Avenue of the Giants (**4.85** seconds)
- 2 = (6,325) Drive through Redwood Tree (**4.74** seconds)
- 3 = (6,297) Home Page (**5.07** seconds)
- 4 = (4,628) Redwood National Park (**3.51** seconds)
- 5 = (2,810) Ten Must See Redwood Trees (**4.36** seconds)
- 6 = (2,595) Redwood Coast Map and Guide (2.7 seconds)
- 7 = (2,585) Lodging (1.9 seconds average load time)
- 8 = (2,570) Gold Bluffs Campground (**7.07** seconds)
- 9 = (2,323) Fern Canyon (**3.63** seconds)

Load Time Note: Those visiting travel resource websites like VisitRedwoods.com may show more patience (compared to an e-commerce website, for example) due to the expected image-heavy format, but the team will need to set new standards for download performance. Image size and load times will be reviewed as content is updated over time on a page-by-page basis. Generally speaking, any page taking over 4 seconds to load (**shown in red above**) would be considered “bad” performance. Pages falling in the 3.5-3.9 range (**shown in orange**) need improvement. You’ll notice that seven of the top nine pages all fall in orange and red categories.

US Metro User Stats of VisitRedwoods.com – 30 Day Stats

1. San Francisco-Oakland-San Jose CA	11,962 (17.49%)
2. Eureka CA	6,082 (8.89%)
3. Sacramento-Stockton-Modesto CA	5,829 (8.52%)
4. Los Angeles CA	4,993 (7.30%)
5. Seattle-Tacoma WA	4,943 (7.23%)
6. (not set)	3,199 (4.68%)
7. Portland OR	2,409 (3.52%)
8. Medford-Klamath Falls OR	1,681 (2.46%)
9. Spokane WA	1,587 (2.32%)
10. Fresno-Visalia CA	1,444 (2.11%)

