



**Humboldt County Visitors Bureau
BOARD OF DIRECTORS**

MEETING MINUTES

Thursday, July 7, 2022

Present: Libby Maynard, Jeff Durham, Ara Pachmayer, Paul Beatie, Lowell Daniels, Shannon Hughes, Justin Legge, Sam Wedll, Julie Benbow, Kyle Abelli-Amen, *Staff:* Dianna Rios, *County Liaison*

Absent: Chris Ambrosini, Jenny Early, Ken Hamik, Aaron Ostrom, Supervisor Michelle Bushnell,

- I: Libby called the meeting to order at 11:31 am.
Directors checked in.
- II: Public Comment (*3 minutes per comment*)
There were no public comments.
- III: Approval of Minutes of June 2nd meeting
- o Action Item
Paul made the motion to approve the minutes as submitted.
Ara seconded the motion.
There were no additions, corrections, or comments.
The motion to approve the minutes as submitted was passed unanimously.

IV: Board Committee Reports

Executive Committee:

Board members received notes from the Tuesday June 21 meeting. There were no comments or discussion.

Financial Report:

Julie: HCVB financial position is stable, with expenses being kept to a minimum. End of year financial statement not ready. Will send to the Board when received from the accountants. Currently working on two budgets: one based on current funding expectations, alternate with a budget realistic to realistic scope of marketing services.

- TOT invoice submitted to the County CAO office for the next payment but not yet received. In the past, it has taken until August to remit a check.
- Sean Quincy from the CAO's office scheduled a follow-up meeting for Measure J on Monday 18th. Invitees include Leslie Castellano (Arts/Culture), Cassandra Heseltine (Film Commissioner), Bill Honsal (Sheriff), Chris Ambrosini & Chuck Leishman (HLA), Supervisors Bushnell & Wilson, and CAO staff including Elishia Hayes, Scott Adair, and Sean. No agenda was attached.

In response to a question from Dianna, Julie confirmed that the funding invoice is submitted to the CAO's office. Dianna offered to follow up with them.

Advocacy / Funding

Jeff noted that it is vital for the HCVB to appoint a person specifically for advocacy to keep the HCVB updated on important County and HLA tourism-related issues. Should be an action item at the next meeting to fulfill that role. Will put together a Job description with scope and expectations. Consider making the Advocacy person a member of the executive Committee.

HLA will have a new northern area (Orick) and an eastern (Willow Creek) representative. Their support is important for 422 to best present the area assets. Now may be the time to reach out to these lodging reps and it is justifiable for the regional HLA's to fund 422.

In answer to Julie's question regarding HLA funding priorities and available funds, Lowell reminded the Board that there are seven areas with representatives, each area receives a percentage of the TBID funds, and determines how their funds should be spent. Information about previous projects can be found in the financial reports. HLA's funding is hotel-industry focused and supports projects that get heads in beds.

Marketing:

Julie reported meeting with Sam and Ken at which Sam agreed to serve on the Marketing Committee. Sam shared Blue Lake Rancheria's many efforts regarding sustainability projects, education, community engagement etc. Julie asked Sam to invite Jana Ganion to make a short presentation to the Board at a future meeting.

Sam: Jana is the Director of Government Relations and Sustainability for the tribe and had been instrumental in shaping the vision – along with the Tribal Council - for the development of the micro-grid, the composting program and community garden, youth education programs and more.

Jason: Analytics report at end of this doc. A lot of free organic searches. Top city searches (outside the county) LA #1, San Francisco, Sacramento, New York, Seattle, Chicago, then local. Increase in local searches (seasonal searches for swimming holes etc.)

Next step is to improve the website, especially the page load time. Sometimes very long load time. Need quick response. So many viewers using phones so response time important. 65% mobile use, top age groups 25 – 44. Take into consideration if users are at computer, on phone driving wanting information. Download times need to be under 10 seconds, preferably 5. Facebook was up 6.5% over last month, Instagram saw a slight dip, not as much engagement. Top Facebook top 5 cities, LA, Sacramento, Redding, Portland, and San Francisco. Perfect as can drive or fly here.

Julie: Just sent out our first newsletter in a while with Kyle's help.

Kyle: Put together a newsletter focusing on July activities; July 4th happenings throughout the county, Bigfoot Daze, Swimming Holes, and a feature on Briceland Winery in SoHum. Sent out to 23,800 email addresses. Good engagement: click thru rate over 2.5%. (above average). Will be pruning the list and adding some more.

Julie: Emails generated from website and from North Coast Tourism Council website: www.northofordinaryca.com. Future monthly newsletters will have a variety of topics (outdoor adventure, culinary, festivals etc.) to cover all demographics. Also doing seasonal for future planning.

HCVB has entered into an agreement with Ferndale Chamber to do their social media (Facebook and Instagram) for 3 months, to extend their engagement reach and numbers.

V: Draft White Paper

Julie not sure everyone has had time to read it, but it requires a lot of editing. Some important information but some not relevant.

Lowell: some great info but some info not unique to Humboldt – relevant to most rural counties. Maybe some cut and paste from other reports. Also, many grammatical and spelling errors. Needs to be cleaned up before shown to anyone!

Paul agreed, commenting on the need for more specific info regarding other destinations.

Libby – interesting reading but looking for next steps.

Julie reminded the Board that this is an internal document not to be shared. She will edit it.

VI: County Update

Dianna reported that the comprehensive economic development (CEDS) strategies is underway with community outreach. Will be coming to the HCVB as tourism industry experts. 15 industry areas identified as economic drivers. Will be doing a roadshow in August 29, 30, 31st and in September in different parts of the county to get community input. At pilot group, Tourism was the number one topic. First part of the process is collecting data by answering questions. (What would you like to see Humboldt County improve on? SWOT analysis).

Don't want the industry leaders driving the conversations.

Tell everyone about these sessions- want it to be comprehensive. Community feedback in March/April 23. www.Humboldt Rising.com.

VII: Other Business

Nominations for Treasurer:

Libby reminded the Board that it is a legal requirement for HCVB to have a Treasurer, however, it can be a joint position of Secretary/Treasurer.

Julie reported discussing the role of Treasurer with Justin who is willing to take the role:

- Action Item
 - Paul made the motion to nominate Justin as HCVB Board Treasurer.
 - Jeff seconded the motion.
 - The motion to approve Justin passed unanimously.

Julie will connect with Justin to introduce him to the duties of Treasurer.

VIII. Community Updates

Shannon: Bigfoot Daze coming up (July 9). 95 vendors signed up, lots of family activities, and some good bands. Need more volunteers. Expecting a good crowd and many visitors. A lot of inquiries to the Chamber about accommodations including camping spots.

Paul: July 19th concert at the Old Steeple will be the first of this series recorded by KEET for second season of Live from the Old Steeple.

In response to Lowell's question regarding program underwriters, Paul said current underwriters (\$13K) are from Humboldt (HCVB, Ferndale,) still looking for more and may be out of county.

Sam: A lot going on in Blue Lake. Sunday 10th is Annie & Mary Day Celebration, parade at 10.am. Concerts and events at the Casino in the next weeks. August & September including George Clinton and George Lopez in outdoor venues. Not all events are outdoor.

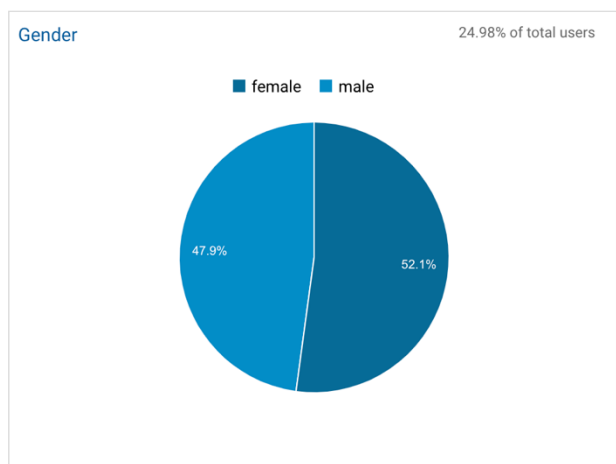
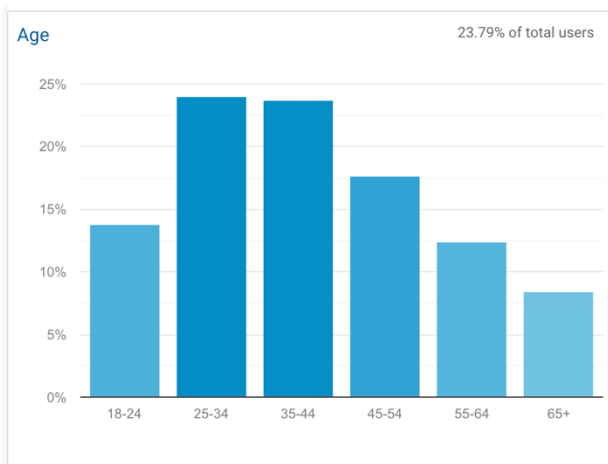
The meeting was adjourned at 12:40 pm.

Marketing Analytics Report June 2022:

(Jason Baxter)




VisitRedwoods.com

- 151K+ pageviews from 66K+ users (up 7.7%)
- 52.1% male / 47.9% female
- Top Five Landing Pages: (1) Home Page (2) Fern Canyon Prairie Creek (3) Drive Through a Redwood Tree (4) Redwood National Park (5) Avenue of the Giants
- Very strong representation for young 25-34 and 35-44 age brackets (see below), explaining increase in mobile views 65.1% (up 13.8%)



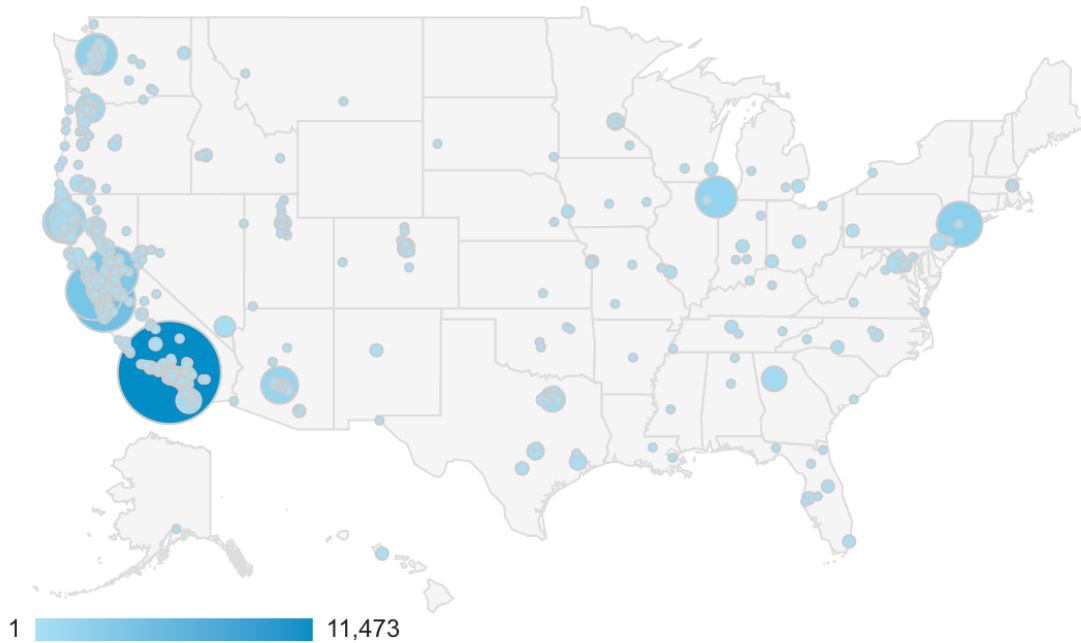
Sessions by device



 Mobile	 Desktop	 Tablet
65.1%	32.9%	2.0%
↑13.8%	↓2.6%	↑0.1%

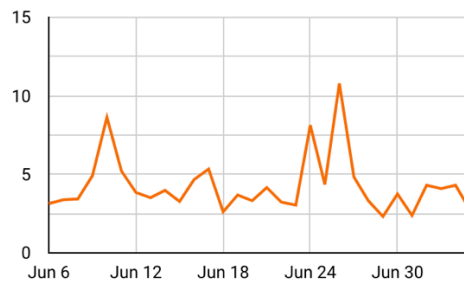
Top US City Users:

LA=11,473 / San Jose =4,238 / SF =3,555 / Sacramento =3,046 / NY =2,107 / Seattle =1,900 / Eureka =1,879 / Arcata =1,683 / Chicago = 1,660



Pages we should attempt to improve in July due to unusually high page load times, well over 10 seconds each (see below)

Average Page Load Time (second) ⋮



	Page Title	Avg Load Time
1.	Phillips House Museum	28.76
2.	Hotels & Motels	23.17
3.	Arcata Farmers Market	21.43
4.	Redwood Facts	18.25
5.	Fieldbrook Winerv	17.78

Facebook and Instagram:

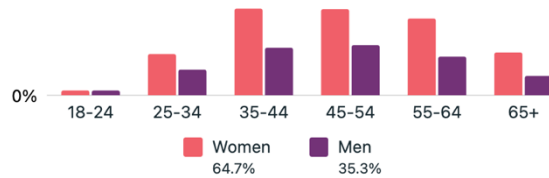
- Facebook Page Reach = 28,415K (up 6.5%) and Instagram Reach = 9,702 (down 28%)

Audience ⓘ

Facebook Page likes ⓘ

56,083

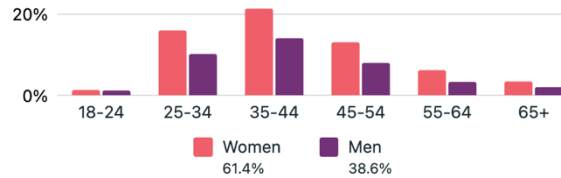
Age & gender ⓘ



Instagram followers ⓘ

13,322

Age & gender ⓘ



- **FB Top Five Cities:** (1) Redding = 6.5% (2) Sacramento = 5.7% (3) L.A. = 5.4% (4) Portland = 1.9% (5) San Francisco = 1.3%

- **Insta Top Five Cities:** (1) Eureka = 4% (2) L.A. = 3% (3) Arcata = 2.9% (4) Sacramento = 2.2% (5) McKinleyville = 2%

Google

<https://www.visitredwoods.com/>

55K

Clicks (web)

2.49M

Impressions (web)

73

Pages with
first impressions
(estimated)



Your content achievements

Top growing pages

Compared to previous month

Clicks (web)

<https://www.visitredwoods.com/listing/swimming-holes-of-humboldt/140/>

+828

<https://www.visitredwoods.com/event/4th-of-july-celebrations!/6371/>

+790

<https://www.visitredwoods.com/event/summer-arts-%26-music-festival/3323/>

+606

Top performing pages

Clicks (web)

<https://www.visitredwoods.com/explore-the-redwoods/redwood-national-park/>

3.43K

<https://www.visitredwoods.com/listing/fern-canyon-in-prairie-creek-redwoods-sp/464/>

3.3K

<https://www.visitredwoods.com/listing/drive-through-a-redwood/661/>

2.8K

Top growing queries

Compared to previous month

<i>fern canyon</i>
+363 clicks (web)
<i>humboldt county fair</i>
+175 clicks (web)
<i>california redwoods wedding</i>
+170 clicks (web)

Top countries

By clicks (web)



52.8K



545



254