

Minutes of the Board of Directors of the Humboldt County Visitors Bureau, meeting August 28, 2019 at Humboldt Bay Aquatic Center, Eureka, California

Present: Chris Ambrosini, Paul Beatie, Lowell Daniels, Laura Lasseeter, Justin Legge, Libby Maynard, Marc Rowley

Staff: Julie Benbow, Genie Brady, April Hagans

Not present: Barbara Groom, Cathy Kunkler, Meredith Maier, Pete Oringer, Aaron Ostrom, John Porter, Rex Bohn (*County Supervisor*), Scott Adair (*Economic Development*)

The meeting was called to order by Marc at 12:04pm.

The minutes of the July 24, 2019 Board meeting were reviewed. Justin noted that his name was missing as attended. Julie wanted the phrase "marketing *committee*" to be added to her Media & Marketing report comment regarding "no immediate marketing coming up". Libby motioned to approve with changes, Chris seconded (**Approved, unanimously**).

Julie Benbow gave the Executive Director's report: 1) the revised Bylaws went out to the membership for adoption; 2) applications to serve on the marketing committee were distributed. One response was received, Libby Maynard; & 3) the Bureau is scheduling an all-county tourism stakeholders meeting in October.

April Hagans gave the Sales Report: 1) ongoing meetings/ conferences: hoping the Society of Arboriculture will become repeat business; 2) wedding requests are still going strong; & 3) members/community: requesting everyone to share their events & promotions with the Bureau. During the overview of weddings, Laura inquired about the method of response & whether rooms were comped. April answered that there wasn't generally any comps for site visits, but for booking it was between the couple & the site. Julie noted that creating packages would be a great idea, not just for weddings, but also niche groups. In ending, April mentioned that there were more & more requests for wellness retreats. Justin mentioned that he was getting certified for Nature & Forest Therapy.

A meeting has been scheduled with the North Coast Tourism Council (NCTC) (De Norte, Humboldt, Lake, & Mendocino counties) for September 19th. Richard Strom's term as Chair ended on June 30th. Julie noted that taking a leadership position would give Humboldt County more prominence, & many board members agreed. A new budget for 2019-2020 will be submitted to Visit California in October. Julie voiced concerns that the NCTC website, while having some unique content, is not always correct or relevant.

Julie presented copies of the updated Redwood Coast Map & Guide to everyone present. Laura noted that multiple suggestions she made regarding Southern Humboldt's events & businesses had not been included as per her request. Julie reminded the board that, already six months late this print run was to correct inaccurate listings & to fulfill the Bureau's 2018-2019 contract with its members. April noted that this print run is still technically from last fiscal year's budget where City of Eureka was the top contributor, so it is still inclusive of much of Eureka.

Julie reviewed her year-end budget report in order. Additional commentary was made regarding 1) Adventure Guides reprint: there are still some inaccuracies & fantasy statements, but moving forward they will be corrected & some of the least popular could be recreated, possibly for unincorporated Humboldt County; 2) City of Eureka has made their final contracted payment, but the Bureau would like the city to commit financial support to promote & market them, & 3) Humboldt County's financial contribution: Laura would like it appropriately noted that it is unincorporated Humboldt County & Chris would like the Lodging Alliance noted on the regional payments, so they will not be mistaken for city contributions.

The next board meeting is scheduled for Wednesday September 25th.

The meeting adjourned at 2:03pm.