



Humboldt County Visitors Bureau  
BOARD OF DIRECTORS

**MEETING AGENDA**

Thursday, August 4, 2022 • 11:30 a.m. to 1:00 p.m. Via Zoom

<https://us02web.zoom.us/j/82739868830?pwd=R2N0VmNETzJGV3RUMXl4Z2lWZFRYZz09>

Meeting ID: 827 3986 8830 • Passcode: 334049

*Board of Directors:* Libby Maynard, *President*; Jeff Durham, *Vice President*; Ara Pachmayer, *Secretary*; Chris Ambrosini, Paul Beatie, Lowell Daniels, Jenny Early, Ken Hamik, Shannon Hughes, Justin Legge, Aaron Ostrom, Sam Wedll, Marc Rowley, *Ex officio*, Julie Benbow, Kyle Abelli-Amen, *Staff*: Supervisor Michelle Bushnell, Dianna Rios, *County Liaison*

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|------|--|--------------|
| I.   | Meeting call to order<br>Introduction of Guests        | Libby        |
| II.  | Public Comment ( <i>3 minutes per comment</i> )        |              |
| III. | Approval of Minutes of June 2 meeting<br>o Action Item | All          |
| IV.  | Board Committee Reports                                |              |
|      | • Executive Committee                                  | Libby        |
|      | • Financial Report                                     | Julie/Justin |
|      | • Advocacy / Funding                                   | Jeff         |
|      | o HLA collaboration                                    |              |
|      | o Measure J Meeting:                                   |              |
|      | • Marketing  | Ken / Jason  |
|      | o Analytics  |              |
| V:   | County Update  |              |
| VI:  | Other Business   |              |
|      | • HCVB Advocacy position                               | All          |
|      | • NCTC Annual Board Meeting                            | Julie        |
| VII. | Community Updates                                      |              |

Adjourn