



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

Thursday, September 21, 2023 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/83589138870?pwd=dlkzd2RLaVVDWUx5UDQ4bkVhS3h4dz09>

Meeting ID: 835 8913 8870 • Passcode: 624298

President: Ken Hamik, *Secretary,* Ara Pachmayer; *Treasurer,* Justin Legge, Lowell Daniels, Jenny Early, Shannon Hughes, Lisa Sundberg, Sam Wedll, Julie Benbow, *ED,* Jason Baxter, *Marketing Consultant* Supervisor Michelle Bushnell, Dianna Rios, *County Liaison*

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

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

 - III. Approval of Minutes of July 6th meeting All
 - Action Item

 - IV. Board Committee Reports
 - Executive Committee Ken

 - Financial Report Julie

 - Advocacy / Funding Updates

 - Marketing
 - Analytics Jason
 - 2023 Marketing Campaigns-Update Julie / Ken
 - Map & Guide / Funding

 - Executive Director's Report* Julie

 - V: County Update Dianna

 - VI: Other Business All
 - New Board Member Nominee - Carlton Neilsen Sam
 - Action Item
 - Cannifest
- Next Meeting: November 16th.
Holiday Party – January?

Adjourn