



HCVB BOARD OF DIRECTORS

ED Report

September 18 – November 18, 2024

Board Business

1: Financial position:

- As of October 31, the Bureau had \$185,000 in the bank.
- On signing the County contract, HCVB will receive \$145,589.50 in TOT funding.
- 2023/24 990's signed and submitted. 11/14/24.

General Business

- Renegotiated Simpleview contract: Now on a month to month.
- Made final edits to the 2025 Map & Guide (incorporating gateway and partners corrections). Ready to go to print.

Meetings:

- Ernst & Young: Ryan Foster – update on the Visit California Tourism Audit. 9/24. Zoom.
- Visit California Rural Counties Committee meeting. 10/1, in person, Sacramento
- North Coast Tourism Council
 - Board Meeting, 10/17 Zoom.
 - Special meeting to review nonprofit tax status / filings. 11/14. Zoom.
- 2024 Economic Forecast, Greater Eureka Chamber of Commerce. 10/9, Sequoia Conference Center.

County Contract meetings.

- Patrick Cleary: Owner/President, Lost Coast Communications. Discussed best communication channels to tell community about impacts of county contract.
- John Richmond: Publisher, Times Standard. Discussed OP ED about county contract.
- Nancy Olsen: ED Greater Eureka Chamber. Discussed county contract negotiations.
- Leslie Castellano: ED Ink People/Tuxford Gallery. Rental agreement impacts
- County Tourism Ad Hoc Committee: Contract negotiations. 10/28. In person.

Other:

- Vahan Petrossian: Eureka Cultural Arts District. Discussion regarding 422 space.
- RWE Canopy Offshore Wind Farm: Initial discussion regarding interactive informational display at 422 for public.
- Nordic Aquafarms: Initial discussion regarding interactive informational display at 422 for public.
- Placer AI: Visitor data services.
- Cision: Press release and marketing contracts.

S**Hosted Media Trips**

- Visit California:
 - Influencer Harish visited to create content to be featured in Visit California's upcoming Road Trip Guide, [@childishharish](#), 443k following on Instagram. Stayed at Carter House Inns. They had a guided trip in Redwood National. Reported having an amazing experience.
 - German Content Creator Ronald Söthje, photographer, videographer, drone operator and digital content creator with >650,000 Instagram followers.
 - Influencers Denise & Ryne, from He Said or She Said, in cooperation with RV rental company Roadsurfer.com. Were staying one night, wanted a unique experience so connected them with the Zoo and they had a private guided tour.

Blog: www.hesaidorshesaid.com
Social Media: [Instagram](#) | [Pinterest](#) | [Facebook](#) | [TikTok](#)

I receive a few (3-5) requests each week, by email and phone, from prospective visitors wanting information. Here is one:

From Barbara Sydnor:

Julie. I do not know if you will actually read this but I want to share that I will be arriving in Humboldt county one month from today.

After years of messages from you I am finally able to get there. What is the latest news for eureka and Humboldt county? Please feel free to send me any info that will enhance this dream vacation of mine

Thank you, Thank You, Thank You.

I am home from my Travels to Humboldt County filled with magical memories and photos that do not do the experience justice. Our trip was so special because of my communication with you.

More than two years ago I requested and received the Map & Guide. It was this that was my constant companion and guide to the organization of daily trip events. My daughters made this trip a reality for me by agreeing to accompany me. They helped me by making the arrangements for travel leaving me to plan events for each day that we had. As The retired Mom, I had plenty of planning time so I studied Humboldt. The resources you sent me were so very helpful.

Allowing a full day for travel to and from Eureka, we were left with 5 days to live the dream. Each day was dedicated to a certain area of Humboldt. I cannot tell you which area was the very best. I am so enthralled with it all.

The Trees were everything. Each one a unique world for thousands of organisms. The amazing fragrance of the forest was the scent of life. I wish I could bottle it and take it home. The people we encountered were happy, welcoming, and proud of their community.

For me, the only way the trip could be better is to add more time, more beautiful days. You are fortunate to live in such a beautiful place, and to have the opportunity to share its treasures with those who find that their path leads there.