

**Minutes of the Board of Directors of the Humboldt County Visitors Bureau, meeting June 26, 2019 at Six Rivers Brewery, McKinleyville, California**

Present: Chris Ambrosini, Paul Beatie, Rex Bohn, Lowell Daniels, Cathy Kunkler, Meredith Maier, Libby Maynard, Pete Oringer, Aaron Ostrom

Via phone: Laura Lasseter

Staff: Julie Benbow, Genie Brady, April Hagans

The meeting was called to order by Chris Ambrosini at 12:05pm.

The minutes of the May 29, 2019 Board meeting were reviewed. Libby motioned to approve, seconded by Lowell. No changes were requested (Approved, unanimously).

The Executive Director's report given by Julie Benbow included Richard's & Charlotte's last days. There was discussion of the Humboldt Adventure Guides (HAG) in which Chris stated that he believed there was still 15-20k left for the program in the funding HLA had given. The budget was touched on & Julie stated that she believed the Bureau still needed \$100k. She noted that the Bureau would be receiving \$117k of the \$126k from Fly Humboldt, but that it would be going straight to savings. It was discussed that promised funding from the regional Lodging Alliances & cities would be the next item for the Restructuring Committee to tackle. The HLA Admin Agreement was argued about & the discussion was tabled.

April Hagans gave the Sales Report, she spoke about the IPW show with North Coast Tourism Council (NCTC) & that it was extra productive for attractions this year. She is still working with the Arborist group who will be her in June 2020. Rex recommended reaching out to Green Diamond & HRC for possible helpful information/resources for the Arborist group. April mentioned a Google Ads Words training event coming up as well as the presentation being made to Visit CA in Sacramento.

Aaron Ostrom passed on any Restructuring Committee reporting to Libby for the Bylaws Committee saying that he thought the Bylaws were really the plan to talk about.

Libby, Chair of the Bylaws Committee, requested for the Board to approve the updated version of the Bylaws. Lowell motioned to approve & Aaron seconded (approved, unanimously). The next step is to get the membership to approve it & then send it to the State Senate for approval.

Rex brought up the recent Great Race event that took place in Eureka, he stated that from the outside looking in it was a big deal & went well. Chris noted that he had a lot of people staying at his establishment that said they would come back.

Julie Benbow highlighted Richard Stenger's Media & Marketing report by saying that paying for clicks stopped months ago & that the Bureau has seen a 37% drop of non-organic page views, but that Richard had mentioned that there were also some economic issues that may have also had something to do with the drop as well. Lowell asked what the Bureau was spending, to which Julie replied "200k so far". It was agreed that the Bureau needs to get back to marketing, but that not so much needs to be spent. It was also suggested to hire an IT Consultant to review the Simpleview contract.

Pete Oringer discussed the May financial report & stated that he & Julie would be reforming the committee & requesting guidance. Aaron & Libby both showed interest in assisting/joining.

The Annual Board meeting is scheduled for Wednesday July 24<sup>th</sup> at noon, location to be determined.

The topic of appreciation for Richard Stenger's time of service was discussed at length. The end take away was that Meredith would be happy to donate a gift card & the Board requested Genie to look into a wood plaque from Wood Labs.

The meeting adjourned at 2:00 pm.

Prepared by Genie Brady