

Minutes of the Board of Directors of the Humboldt County Visitors Bureau, meeting July 24, 2019 at Victorian Inn, Ferndale, California

Present: Chris Ambrosini, Paul Beatie, Lowell Daniels, Barbara Groom, Cathy Kunkler, Laura Lasseter, Meredith Maier, Libby Maynard, Pete Oringer, Aaron Ostrom, Marc Rowley

Via phone: John Porter

Staff: Julie Benbow, Genie Brady, April Hagans

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

The minutes of the June 26, 2019 Board meeting were reviewed. Libby motioned to approve with changes: 1) omission of the NCTC acronym within April's Sales Report descriptive as it wasn't necessary & 2) the phrase State Senate be changed to Secretary of State in the Bylaws descriptive. Lowell seconded (**Approved, unanimously**).

The Executive Director's report given by Julie included mention of the meetings she had attended recently, discussion of the Visit CA presentation in Sacramento, a briefing of the upcoming reprint of the M&G, an overview of the membership outreach, notation of an upcoming staff Social Media Training with Aaron, & working with the North Coast Tourism Council. During the discussion of the Visit CA presentation Julie invited Marc & April to give input about their interpretation of the meeting. Aaron mentioned that if there were any pictures from the presentation the Bureau should send them to the Board of Supervisors. April was requested to find out where exactly the "match money" comes from & to share with the Board later.

Regarding Media & Marketing Julie reported that there was no immediate marketing coming up. She stated that there is discussion with 101 Things to buy a full page ad for the price of a half page ad. Chris suggested that the HLA has ads in multiple regions so it may be best to let the HLA spend money while the Bureau is tight on funds. Marc noted that the Bureau needs to re-establish the Marketing Committee sooner rather than later.

April gave the Sales Report, she reviewed the sections regarding Domestic Travel, Members/Community, Website, & Membership. April mentioned that weddings are by far the Bureau's most "to consumer" touches. She also noted that moving forward into this next fiscal year she would like to focus more on meetings. April ended by requesting interaction & feedback from the Board moving forward.

Aaron combined the Restructuring Committee & MOU Committee reports. He stated that the Restructuring Committee had discussed staff job descriptions, budget, membership & building alliances, & sending the Bylaws to the members for amendment approval. He noted that an additional ad-hoc committee would be formed for tackling membership structure moving forward & that he approved Meredith as the chair. Aaron commented that the first meeting of the MOU Committee was a good base, but not ready to present anything at this time.

Swaying slightly from the agenda, Pete discussed the June financials & reported that he had met with Gregg Sparks of the City of Eureka & he was anticipating the money from them would be to the Bureau soon. He noted also that the Bureau would soon be receiving the payment from the County as well as the reimbursement from Fly Humboldt. Pete stated that there was about \$117k in the bank & that the Bureau would have to lower their burn rate going forward.

Then the conversation segued into discussion of the Proposed Budget by Julie. Pete motioned to approve, Libby seconded. Chris wanted it noted that a "working budget" is what is being approved. (With the website & its fees to be additionally discussed the vote was **approved, unanimously**). Meredith requested a breakdown of marketing spent previously.

The final agenda item discussed was Other Business, Julie recommended the Bureau building up an archive of experiences that may not necessarily be on the general radar... starting with the tour of The Steeple by Paul directly following the meeting.

The meeting adjourned at 2:00 pm.

Prepared by Genie Brady