



Humboldt County Visitors Bureau
BOARD OF DIRECTORS
MEETING AGENDA

Thursday, June 8, 2023 • 11:30 a.m. to 1:00 p.m. In Person & Via Zoom

<https://us02web.zoom.us/j/86977054897?pwd=OEVsajdIM1F3QUFBQ0hxNmt0UFZhdz09>
Meeting ID: 869 7705 4897 • Passcode: 321119

Board of Directors: Libby Maynard, *President*; Ken Hamik, *Vice President*, Ara Pachmayer, *Secretary*;
Justin Legge, *Treasurer*, Lowell Daniels, Jenny Early, Shannon Hughes, Lisa Sundberg,
Sam Wedell, Marc Rowley, *Ex officio*. Julie Benbow, *ED*, Jason Baxter, *Marketing Consultant*
Supervisor Michelle Bushnell, Dianna Rios, *County Liaison*

- I. Meeting call to order Libby
Roll Call & Director check in
Introduction of Guests
- II. Public Comment (*3 minutes per comment*)
- III. Approval of Minutes of April 13th meeting All
 - Action Item
- IV. Board Committee Reports Libby
 - Executive Committee Julie
 - Financial Report Julie
 - Advocacy / Funding Updates
 - Marketing Jason
 - Analytics Julie / Ken
 - 2023 Marketing Campaigns-Update
- V: County Update Dianna
- VI: Other Business Libby / All
 - Prospective Board Members

Adjourn

POSTPONED