

**Humboldt County Visitors Bureau**

**BOARD OF DIRECTORS MEETING**

October 23, 2019 Meeting, Angelo's Pizza, Eureka, California

**MINUTES**

Present: Paul Beatie, Barbara Groom, Lowell Daniels, Justin Legge, Meredith Maier, Pete Oringer, Aaron Ostrom, Marc Rowley (Chair), Scott Adair (Director, County EconDev). Staff: Julie Benbow, Genie Brady, April Hagans. By Phone: Laura Lasseter  
Absent: Chris Ambrosini, Cathy Kunkler, John Porter. Supervisor Rex Bohn

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

The minutes of the September 25, 2019 board meeting were reviewed. Genie read emails of the three points that Laura wanted to see reflected in the minutes regarding the Map & Guide: 1) there were updates & design changes on all but one page of the current made by Julie, 2) Laura did submit updates & requested changes in the requested time period & those updates were acknowledged as received but omitted from the update version, 3) Laura felt that printing the Guide featuring only HCVB members & not correctly describing the destinations does a disservice to the County as a whole & misrepresents our County to the visitor & their experience. Meredith made a motion to add Laura's requested additions, seconded by Lowell (**approved, unanimously**). Lowell made a motion to approve the minutes with the approved additions, seconded by Pete (**approved, unanimously**).

The Sales Report: April Hagans briefed the Board updated the Board with the many current activities being undertaken, including upcoming Arborist group & the Family Nature Summit that were upcoming site visits for their 2020 meetings, and noting that the Family Nature Summit group postponed their visit due to the power outages. April stated that, the rich variety of Humboldt County's nature & experiences attract visitors there are gaps in the experiences. The economic impact of these groups can be measured thereafter. April reviewed recent wedding requests & the upcoming North Coast Journal wedding guide event. She reported on the multiple recent and future media FAM trips. April recapped work on the website for the Meetings, Weddings, & Membership sections to make it more useable for members & the Board. She asked Board Members who had recently visited the Members section, with affirmative responses from Justin, Meredith, & Laura.

The Executive Director's Report: Julie Benbow

The County Tourism Stakeholders Meeting Report: There was much discussion regarding the Bureau's future role as the DMO for Humboldt County, as well as the marketing of cannabis. Speaking for the County, the Bureau's role in marketing cannabis, Scott stressed that the RFP



**RESORT IMPROVEMENT DISTRICT NO. 1  
SHELTER COVE – HUMBOLDT COUNTY – CALIFORNIA**

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December 5, 2019

Board of Supervisors  
County of Humboldt  
825 5th Street  
Eureka, CA 95501

Dear Chairman Bohn:

This letter is being sent to the Humboldt County Board of Supervisors to inform the Board of the omissions and inadequacies found in the newest version of Humboldt County's "California's Redwood Coast Map & Visitor Guide" brochure relating to sections that cover the Lost Coast/Shelter Cove area.

Some of these omissions and inadequacies include: The lack of information about recreation sites/opportunities identified within Shelter Cove; the lack of notice for permit requirements for overnight backpacking on the Lost Coast Trail; The omission of the name of "one of the nation's best single-track bike trails"; No contact information provided under "The Lost Coast" section for any government office; County wide map does not depict camping/hiking locations that exist in Shelter Cove and within the King Range National Conservation Area; Shelter Cove Arts and Recreation Foundation's Art Gallery at the Inn of the Lost Coast is not included in the list of "Galleries" and Gyppo Ale Mill is not included in the list of "Craft Beers." Also there is no information on sport fishing opportunities and the unique way in which boats are launched at Shelter Cove.

The intent of this letter is to help shape future direction from the Board of Supervisors to the Humboldt County Visitors Bureau so that future versions of the "California's Redwood Coast Map & Visitor Guide" brochure may more wholly reflect the destinations, experiences and businesses that serve visitors of the Lost Coast area and Shelter Cove.

For today's traveler, a seeker of experiences, successfully highlighting and showcasing the many opportunities for adventure, relaxation and connection to nature in Shelter Cove and on the Lost Coast is critical for the Humboldt County Visitors Bureau to meet its goal in attracting more and diverse visitors. The work of our Visitors Bureau is very important to the Shelter Cove community and the community is grateful to be part of the California's Redwood Coast Map & Visitor Guide. The Shelter Cove community wants to work with the Visitors Bureau to improve outreach to our visitors. Working together we can greatly improve the Map & Visitor Guide and increase awareness for visitors and grow our local economy.

Thank you for your service to the people of Humboldt County and all those who come here for rest, relaxation and adventure.

Sincerely,

Justin R Robbins  
General Manager  
Resort Improvement District #1

Hotel  
445 Lake Benbow Drive  
Garberville, CA 95542  
Phone (707) 923-2124 Fax (707) 923-2897

# BENBOW

*Hotel & Resort*

Resort & Golf Course  
7000 Benbow Drive  
Garberville, CA 95542  
Phone (707) 923-2777 Fax (707) 923-2821

December 5, 2019

Mr. Rex Bohn, Chairman  
Board of Supervisors  
County of Humboldt  
Fifth Street  
Eureka, CA 95501

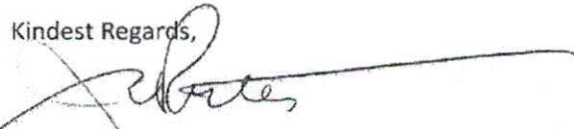
Dear Chairman Bohn:

As the founding President of the Humboldt County Visitors Bureau I recommend that the county continue its funding of this organization. For over 4 decades the "Bureau" has been responsible for marketing the county to visitors which wish to come here and enjoy our amazing outdoor activities. As you are aware the City of Eureka foolishly decided to discontinue funding the bureau this year and the bulk of the funding now comes from the County. Southern Humboldt collects the largest amount of bed tax in comparison to the north and east areas yet we have the least representation from the Visitors Bureau. For example, the recent publication of "California's Redwood Coast Map & Guide" did not represent Southern Humboldt in a number of areas and details, which were given to the "Bureau" staff as corrections on a draft document. Those corrections were not included in the publication. Not only that but there were inaccurate listings such as Bear River Casino being listed as a Craft Beer brewer and the only restaurant listed for Southern Humboldt was the Benbow Inn Restaurant. Other omissions included not having either the Northern Nights or Summer Arts listed as festivals. We have been assured that this will not happen again but this needs to be memorialized to make sure there is some documentation of this so such wrong doing and injustice does not happen again.

Please continue to fund the "Bureau" as it will ensure the representation of the Visitor Industry in our county and if southern Humboldt continues to be underrepresented, we will report back to the Board.

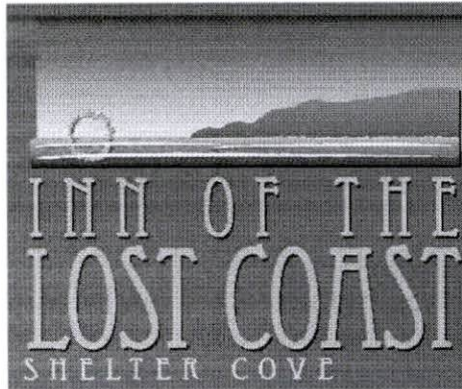
Thank you.

Kindest Regards,



John E. Porter, Managing Partner  
Benbow Historic Inn/ Benbow KOA

CC: Board of Supervisors



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December 6, 2019

Mr. Rex Bohn, Chairman  
Board of Supervisors  
County of Humboldt  
Fifth Street  
Eureka, Ca. 95501

Dear Chairman Bohn;

As the owner of the Inn of the Lost Coast for the past twenty years in Shelter Cove I recommend that the County continue to fund the Humboldt County Visitors Bureau. The HCVB has been marketing the County for over forty years to visitors which wish to come here to enjoy all our amazing outdoor activities that are located throughout the County. Southern Humboldt collects the largest amount of bed tax in comparison to the north and east areas yet we have the least representation from the HCVB. The recent "California's Redwood Cost Map and Guide" did not represent Southern Humboldt including Shelter Cove in a number of areas and details, which were given to the "Bureau" staff as corrections on a draft document. The corrections were not included in the publication and the publication was printed and delivered with a gross number of omissions, inaccurate listings and completely overlooked Southern Humboldt activities. In my years of business experience in Shelter Cove this has been the norm and not the exception with regard to the HCVB. We have been assured that this will not happen again and ask that the County provide documentation that this kind of poor representation of the County does not continue.

Please continue to fund the HCVB with close scrutiny of business practices and methods going forward to insure equal representation for all.

Sincerely,

Michael Caldwell  
Owner  
Inn of the Lost Coast

CC: Board of Supervisors

Sarah Starck  
Art of the Burl  
Redwood Gallery  
PO Box 609  
Miranda CA 95553  
Phone: (707)943-3047

December 6th, 2019

To:  
Humboldt County Board of Supervisors  
825 5th Street  
Eureka CA 95501

The Avenue of the Giants and specifically Miranda request proper representation in The Visitor Guide produced by the Humboldt County Visitor Bureau. It is our understanding that funds collected in Southern Humboldt go to the Bureau and the south end of the county is not receiving the adequate amount of support and exposure that The Visitor Guide is intended to present to potential tourists and visitors. Southern Humboldt has felt a very direct decline in our economic stability based on recent changes in laws, as you are all aware. Tourism is so very important for Humboldt. Southern Humboldt offers many fabulous tourist destinations that are not properly being expressed through The Visitor Guide. We request Miranda and The Avenue of the Giants receive proper and correct representation in this guide funded by the transient occupancy funds from the south county that are to be used by the Visitor Bureau in the production of this guide as well as other promotions.

Thank you,  
Sarah Starck  
Art of the Burl Redwood Gallery  
6609 Avenue of the Giants  
Miranda CA 95553  
[www.artoftheburlredwoodgallery.com](http://www.artoftheburlredwoodgallery.com)

Mary Jo Wilber  
Eel River Realty/Redwood Palace  
PO Box 175  
Miranda CA 95553

December 6<sup>th</sup> 2019

To:  
Humboldt County Board of Supervisors  
825 5<sup>th</sup> Street  
Eureka, CA 95501

As a new owner of two businesses located in Miranda on the Avenue of the Giants I would like to express the importance of accurate representation in the Humboldt County tourism industry. I am aware of the number of tourists passing through our town to travel the Avenue each year and it was one of the deciding factors in opening one of my businesses which is a restaurant. In many tourist guides, including the one produced by the Humboldt County Visitors Bureau, Miranda, which is the biggest town on the Avenue is often overlooked. Our small town has grown and changed considerably in the last five years and I would love to have that recognized and included in future tourism guides. We have a lot to offer. I am willing to share information and cooperate in this process.

Thank you,

Mary Jo Wilber  
Eel River Realty/Redwood Palace  
6735 Avenue of the Giants  
Miranda CA 95553  
[www.EelRiverRealty.com](http://www.EelRiverRealty.com) [www.RedwoodPalaceMiranda.com](http://www.RedwoodPalaceMiranda.com)



**December 6<sup>th</sup>, 2019**

County Board of Supervisors

825 5<sup>th</sup> Street

Eureka CA, 95501

To the Board of Supervisors,

Thank you all for being willing to hear what we have to say today, we appreciate it very much. Our Chamber board President Michelle Bushnell sends her apologies for not being hear today, she's out of town on a business trip.

The Southern Humboldt Chamber of Commerce is aware that it has been a difficult year and a year of change for the Humboldt County Convention & Visitors Bureau. We understand that a lot of adjustments and difficult decisions have had to be made. We would also like to acknowledge their efforts as a whole and with the latest edition of the Redwood Coast Map & Guide.

In reviewing the guide, we can see the overall effort that was made for Humboldt County as a whole, however, many points of interest for the greater area of Southern Humboldt were not included. Some significant details and important destination locations were left out of our two biggest tourist attractions, the Avenue of the Giants, Shelter Cove and the Lost Coast.

We would like it to be noted that we are not just the Garberville Chamber of Commerce but are officially the Southern Humboldt Chamber of Commerce and our primary focus is on the greater area of Southern Humboldt as a whole.

Up until recently, there has been very little communication between the Humboldt County Convention & Visitors Bureau and us. We would like to see this change. We would like to establish better open lines of communication within our organizations and build a solid relationship so that the greater area of Southern Humboldt is well represented in its entirety as well as the county of Humboldt.

We would like the Humboldt County Convention & Visitors Bureau to know that we are here and willing to help in any way we can, whether that be participating on a review committee in the future on the next print of the Guide, by attending future meetings if they are available to the public, or even earning a seat on the board of directors so we can gain additional knowledge and build a solid foundation between us and the visitors bureau.

Our organization helps to cultivate local business, supports economic development in Southern Humboldt, connects the community we live in, is a valuable resource of information, acts as a visitor center for tourists and out of towners alike, supports and promotes the tourism industry, and we work hard at what we do.

As an advocate for the greater area of Southern Humboldt, we feel we could be a valuable asset to the Humboldt County Convention & Visitors Bureau.

We look forward to building a solid foundation with the bureau in any way that we can.

Thank you.

Jenny Early / Executive Director

A handwritten signature in cursive script that reads "Jenny Early".

Michelle Bushnell / President

A handwritten signature in cursive script that reads "Michelle Bushnell".

Southern Humboldt Chamber of Commerce