

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT, STATE OF CALIFORNIA
Certified Copy of Portion of Proceedings for the Meeting of August 18, 2026

RESOLUTION NO. 26 – ##

**RESOLUTION OF THE HUMBOLDT COUNTY BOARD OF SUPERVISORS
TO ESTABLISH A COUNTY WIDE TOURISM ADVISORY BOARD**

WHEREAS, on June 10, 2024, the Humboldt County (County) Board of Supervisors (Board) allocated funding for a marketing assessment and the development of a countywide strategic marketing framework; and

WHEREAS, a Request for Proposals (RFP) was issued on Dec. 18, 2024, seeking qualified firms to conduct the inventory, access existing efforts, and develop a comprehensive travel and tourism strategy; and

WHEREAS, the RFP closed on Jan. 22, 2025, with six proposals received. Following evaluation and staff recommendation, the Board approved a Professional Services Agreement with JayRay Ads & PR on June 13, 2025; and

WHEREAS, JayRay Ads & PR worked closely with County staff and community partners to complete this effort. The work included extensive research, two in-person site visits, 15 partner interviews, surveys of businesses, visitors and residents and a workshop with more than 45 participants. These efforts resulted in a comprehensive inventory of existing marketing assets, along with a detailed analysis and strategic recommendations; and

WHEREAS, on April 28, 2026, the Board received a presentation on the County marketing asset inventory analysis and Countywide Travel and Tourism Marketing Strategy and accepted and adopted the strategy; and

WHEREAS, implementation of the strategy, per Board direction, includes establishment of a Tourism Advisory Board, to advise Economic Development Division (EDD) and the County's Destination Stewardship Organization (DSO) on the implementation of the Countywide Travel and Tourism Marketing Strategy and ongoing coordinated, transparent and accountable approach to tourism promotion, destination stewardship, regional readiness, and tourism-related economic development.

NOW, THEREFORE, THE HUMBOLDT COUNTY BOARD OF SUPERVISORS HEREBY RESOLVES AS FOLLOWS:

1. The Board hereby adopts the recommendations to establish and constitute a Tourism Advisory Board
2. The Board approves the attached Bylaws for the Tourism Advisory Board's governance.
3. The Board directs staff to take all necessary and appropriate steps to bring forth a slate of candidates to serve as the inaugural voting members of the Tourism Advisory Board.

Click or tap here to enter meeting date

Adopted on motion by Supervisor _____, Seconded by Supervisor _____, and the following vote:

AYES: Supervisors: --

NAYES: Supervisors: --

ABSENT: Supervisors: --

ABSTAIN: Supervisors: --

STATE OF CALIFORNIA

County of Humboldt

I, Tracy Damico, Clerk of the Board of Supervisors, County of Humboldt, State of California, do hereby certify the foregoing to be a full, true, and correct copy of the original made in the above-entitled matter by said Board of Supervisors at a meeting held in Eureka, California as the same now appears of record in my Office.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Seal of said Board of Supervisors.

NIKKI TURNER

Deputy Clerk of the Board of Supervisors of the
County of Humboldt, State of California