

Board of Directors

Bruce Spangler, President (Oroville)
 Brooke Isenberg, Vice President (Chico)
 Dori Franklin, Secretary (Chico)
 John Pearson, (At Large)
 Kiran Paragji, (Oroville)
 Haroon Saddique, (Paradise)
 Mohammad Billah, (Chico)
 Nicole Johansson, (At Large)
 Vacant, Unincorporated County

**Advisory Board**

Debbie Collins (Chico)
 DCBA (Chico)
 Evie Cameron (Paradise)
 Heather MacDonald (County)
 Jennifer Leonard (County)
 Melissa Schuster (Paradise)
 Chico Velo (Countywide)
 Tony Catalano (Oroville)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – August 8, 2019

BOARD MEETING

Butte County Association of Governments, Board Room
 326 Huss Drive, Building E Chico
 12:00 – 2:00 PM

PURPOSE: The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

STRATEGIC OBJECTIVES: 1) Establish EBC as a recognized leader driving county tourism effort to achieve 100% jurisdictional buy-in by 2020; 2) Establish EBC as the authority in tourism by developing and deploying creative assets that promote Butte County as preferred travel destination; 3) Solidify the administrative function of EBC.

1. Call to Order and Roll Call – 12:00 p.m. in the BCAG Board Room, 326 Huss Lane, Building E, Chico

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of July 11, 2019

2.2 Approval of July 2019 Financial Reports

3. **PUBLIC COMMENT**

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to 3-minutes per speaker. The Board may not take any action on public comment.

4. **REGULAR AGENDA**

4.1 **JULY MARKETING COMMITTEE REPORT**

During the July Marketing Committee meeting there was discussion about the EBC brand and the need to focus our messaging around one specific thing – outdoors – and own that in the travel/tourism space. Denero to work with Porter Co to ensure that message and voice is consistent in our strategy.

Committee also discussed other marketing opportunities:

- VIA or SF Chronicle Travel Section – this is built in the budget and committee would like to move forward with a VIA print buy;
- Crowdriff – UGC content that will increase engagement on our website and drive social followers. One-year contract for \$13,000 and can be funded by the “creative” line item in this year’s budget’

- American Airlines – Hemisphere in-flight magazine and commercial – range of pricing not within budget;
- Madden Media – 2-3 month hyper-focused content campaign which is in budget, will focus on shoulder season;
- Shasta Cascade Wonderland Association – EBC will receive all activations SCWA is planning and can decide when/how to participate.

Recommendation: *No recommendation, reporting only.*

4.2 VARIANCE REPORT

Review variance report.

Recommendation: *No recommendation. Staff to answer any questions about variance(s).*

4.3 CHICO ZONE MARKETING – CONSIDERATION OF THE REQUEST FROM CITY OF CHICO RE: ICE-SKATING RINK MARKETING

The City of Chico has prepared a proposal for allocation of Chico zone marketing funds to market a downtown Chico ice rink for approximately 8 weeks from November to January. The proposal includes cooperation amongst many partners and includes EBC using zone marketing funds to do all the marketing for the ice rink. The additional attraction during the shoulder season would be a good marketing opportunity to drive stays or extend stays to Chico. The proposal is for “up to \$25,000” and if approved would leave the balance of the Chico Zone Marketing at \$50,165.32.

Recommendation: *To allocate up to \$25,000 of Chico Zone Marketing funding to develop and implement a marketing campaign to promote the downtown ice-rink, subject to Chico City Council approval.*

Recommendation: *Direct EBC executive director to prepare a Letter of Support and Commitment to the City Council outlining the Board’s commitment to the project.*

4.4 CONSIDERATION OF SEPTEMBER BOARD MEETING

EBC Executive Director will be on vacation for September’s regularly scheduled board meeting, September 12. At this point there do not seem to be any pressing issues that need board recommendations, direction, or approval.

Recommendation: *Consideration of cancelling the September 12 Board of Directors meeting and setting the next regular meeting date of October 10.*

5. **REPORTS AND COMMUNICATIONS**

5.1 **Update on Strategic Objectives** *Nicole Johansson, Bruce Spangler, Carolyn Denero*

5.2 **Executive Director Report** *Carolyn Denero*

6. **ADJOURNMENT**

The next regularly scheduled meeting: October 10, 2019