

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 – August 8, 2019

BOARD MEETING

MINUTES

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

- 1. Call to Order and Roll Call – Meeting was called to order by President Spangler at 12:05 p.m.

Present: Directors Bruce Spangler, Brooke Isenberg, John Pearson, Haroon Saddique, Mohammad Billah. Advisors Debbie Collins, Melanie Bassett (DCBA), Tony Catalano, John Dean (Chico Velo). Guests: Kelsey Torres, Chico Chamber. Staff: Carolyn Denero, Ashley Baer.

Absent: Directors Franklin, Paragji, Johansson. Advisors Feldman (formerly Cameron), MacDonald, Leonard, Schuster.

- 2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of July 11, 2019

2.2 Approval of July 2019 Financial Reports

A motion was made by Director Isenberg and seconded by Director Pearson to accept the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Pearson, Saddique, Billah

NOES: None

ABSTENTIONS: None

- 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.

Haroon Saddique: Updated the Board on the progress of construction at the Best Western Paradise Hotel. They expect to be partially open by December 2019 or January 2020.

Melanie Basset: Sunday, September 22 is Taste of Chico in downtown Chico. There will be a beer garden, restaurants serving bites, and music.

John Pearson: Oktoberfest at Sierra Nevada is completely sold out for both days and both weekend.

John Dean: Chico Velo is pursuing a gravel grinder (bike ride) on October 26, 2019 out of Butte Meadows. Denero offered EBC video footage if they need to build out an advertising campaign.

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.

Marketing committee report given by co-chair Pearson.

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.

4.2 **VARIANCE REPORT**

Review written variance report that was part of the board packet.

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.

A motion was made by Director Isenberg and seconded by Director Pearson not to write a letter of support or allocate Chico Zone Marketing funding to the potential downtown Chico ice rink for the 2019 winter season.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Pearson, Saddique, Billah

NOES: None

ABSTENTIONS: None

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.

A motion was made by Director Spangler and seconded by Director Isenberg to cancel the September 12, 2019 board meeting and set the next regular meeting date of October 10, 2019.

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

Minutes respectfully submitted by Carolyn Denero.