

Board of Directors

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



Advisory Board

Victoria Anton, Oroville
Melanie Bassett, Chico
Evie Feldman, Paradise
Chris Constantin, Chico
Jennifer Leonard, Unincorporated
Ben North, Oroville
Melissa Schuster, Paradise
Audrey Taylor, Unincorporated
Heather Ugie, countywide

EXPLORE BUTTE COUNTY SPECIAL BOARD MEETING

March 23, 2020
Time: 3:00 p.m.

Call in information
Dial in: 669-900-9128
Meeting ID: 309 876 061
Password: 011963

AGENDA

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.

1. Call to order and roll call – virtual meeting, all voting board members will be asked to report individually.

2. **SPECIAL AGENDA**

2.1 UPDATE ON COVID-19 AND DISCUSSION AROUND LODGING’S CRITICAL NEEDS

Denero has attended multiple webinars and conference calls the week of March 16, all pointing to various models of decline for the entire tourism industry. Many of those reports have been forwarded to lodging properties via e-newsletter. There is a need for information from properties so local agencies can assist them with things from loan information to unemployment options for staff.

Recommendation: *Staff is seeking guidance on the best way to engage with lodging and seeking more information to provide assistance.*

2.2 CONSIDERATION OF 2020 BUDGET ADJUSTMENT

Based on data from lodging occupancy and RevPAR in China and Italy, staff has created various budget scenarios for Board to consider. At this time, all paid media has been halted, including AdWords. Paid media is actually pre-paid, so we have budget to move us forward when ready. EBC’s cash flow is about 2 months behind TBID collection, so we will see issues later than properties are. At this point the budget needs to be adjusted so future planning and spending can be adjusted.

Board of Directors

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



Advisory Board

Victoria Anton, Oroville
Melanie Bassett, Chico
Evie Feldman, Paradise
Chris Constantin, Chico
Jennifer Leonard, Unincorporated
Ben North, Oroville
Melissa Schuster, Paradise
Audrey Taylor, Unincorporated
Heather Ugie, countywide

Recommendation: *To adjust the budget based on one of the various options presented by staff, with an effective date determined by the Board.*

2.3 CONSIDERATION OF MARKETING PLAN ADJUSTMENTS

The original marketing plan and operations for 2020 were predicated on a strong budget, mirroring 2019. Due to the projected decrease in TBID revenues, new considerations for the remainder of 2020 need to be considered.

Recommendation: *To adjust the marketing goals and objectives based on conversation during this meeting.*

2.4 CONSIDERATION OF INTERIM MEETING SCHEDULE SO ACTION CAN BE TAKEN IF NECESSARY

The situation around coronavirus is changing so rapidly there may be a need to have board meeting more often than the currently scheduled meetings. Staff is seeking direction on how often this board would like to meet.

Recommendation: *To set a new meeting schedule for a set amount of time.*

3. ADJOURNMENT