

**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 – November 14, 2019

REGULAR BOARD MEETING

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

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**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 Special Board Meeting Minutes of October 23, 2019

2.2 Approval of October 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 CONSIDERATION OF CIVITAS PROPOSAL FOR RENEWING BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT – PRESENTATION BY NICHOLE FARLEY (10 min)**

The Tourism Business Improvement Plan (TBID) managed by Explore Butte County was secured for 5 years and is set to expire November 30, 2020. The process for renewing the TBID is lengthy, especially because all jurisdictions and the Board of Supervisors must agree to move forward. Staff has been in touch with Civitas, the group who secured the initial TBID, and they have submitted a proposal and timeline for renewal.

**Recommendation:** *To accept the scope of work and budget for BCTBID renewal as submitted by Civitas, to begin as early as December 1, 2019 with the goal of including all Butte County jurisdictions in a 10-year renewal of the BCTBID.*

#### **4.2 EVERYBODY HEALTHY BODY PROGRESS – HEALTHY COMMUNITIES TASK FORCE & PROJECT PLAY (10 min)**

Audrey Taylor to update EBC Board on the progress of EBHB.

#### **4.3 VARIANCE REPORT**

Review variance reports for October.

**Recommendation:** *No recommendation, just review. Questions to be addressed here.*

#### **4.4 MARKETING COMMITTEE REPORT - CONSIDERATION OF DISTRIBUTING A REQUEST FOR PROPOSAL FOR THIRD PARTY PUBLIC RELATIONS SERVICES – MARKETING COMMITTEE**

The Marketing Committee met on October 31; agenda and minutes included in board packet. Discussion was had regarding the lack of earned media in current strategy. Earned media includes the stories and attractions that should be “pitched” to travel writers and editors, influencers learning about Butte County and wanting to experience it, and coordinating FAM tours for specific, targeted groups. EBC is also lacking a local “PR” campaign to let our local market know about the projects, campaigns, and impact we have locally. Shasta Cascade Wonderland Association and Visit Redding both work with a nationwide PR firm from New York and highly recommended working with a PR firm who could vet and pitch the area for additional exposure. Main point was made that managing another vendor would require considerable time for EBC staff, and working with a firm unfamiliar with, or without easy access to, Butte County would probably be difficult to manage while going into a renewal year. Committee agreed that EBC should search for a local PR firm with a better understanding of our area, and greater access to it.

**Recommendation:** *To authorize the marketing committee to create a request for proposal to contract with a third party public relations agency for the 2020 calendar year with a budget not to exceed \$60,000 (\$5,000 per month) after final RFP is approved by BOD.*

#### **4.5 NOMINATION COMMITTEE REPORT - CONSIDERATION OF UPDATED NOMINATION PROCEDURE TO REMOVE “FROM THE FLOOR” NOMINATIONS**

The Nomination Committee met to review and discuss the nomination procedure and recruitment for the upcoming annual meeting. The digital notification was emailed to the EBC stakeholder group and each expiring advisor or director offering significant time to submit their letter of interest for serving additional terms. Mailed information will be distributed in the coming weeks. Committee reviewed the procedure for day-of nominations and would like to remove the nominations from the floor. With the new procedure of notification and recruitment, any interested party would be familiar with how to participate on the board or advisory board. Further, the nomination committee is

spending months recruiting, vetting, and recommending nominations for available seats and their recommendations should be the only consideration for the voting board.

Additionally, the procedure would be modified so that the voting happens at the end of the annual meeting in March so that the voting board can vote on all business they have been a party to as it did not make since for new voting board members to vote on business they may not have been aware of, which could happen if new members took their seats at the beginning of the meeting.

**Recommendation:** *It is recommended that the board approve the new nomination procedure which would remove nominations from the floor and move the business of nominating new directors and advisors to the end of the annual March meeting.*

#### **4.6 CONSIDERATION OF 2020 MEETING CALENDAR**

EBC's bylaws require the Board of Directors to meet a minimum of once a quarter. Currently, the BOD has a monthly meeting scheduled, but due to lack of business or lack of quorum the board generally meets every other month with last minute cancellations.

**Recommendation:** *It is recommended that the board of directors sets a meeting schedule for 2020 and designates the months it will meet (to be recorded in the minutes). Staff will send a calendar invite to all current directors and advisors immediately following the meeting.*

### **5. REPORTS AND COMMUNICATIONS**

**5.1 Marketing Communications Report** *Ashley Baer*

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

### **6. ADJOURNMENT**

The next regularly scheduled meeting: December 12, 2019