



**2022 BOARD OF DIRECTORS**

**Bruce Spangler**, President  
Lake Oroville Holiday Inn Express  
& Suites, Oroville

**Mohammad Billah**, Vice President  
University Inn, Chico

**Jasmin Wilson**, Treasurer  
Dahl's Motel, Oroville

**Nicole Johansson**  
Sierra Oro Farm Trail, Secretary

**Jennifer Leonard**  
Almendra Winery & Distillery,  
Durham

**Ashley Limon**  
Oxford Suites, Chico

**Haroon Saddique**  
Best Western Paradise Hotel,  
Paradise

**Tamba Sellu**  
Courtyard by Marriott, Chico

**ADVISORY BOARD**

**Dani Aalfs**, Lake Oroville Marinas  
**Victoria Anton**, Feather River Recreation  
and Park District

**Sarah Boesen**, Chico Chamber of  
Commerce

**Woody Culleton**, Paradise Performing  
Arts Center

**Ev Duran**, UTB Studios

**Holly Jorgensen**, Sacramento River  
Watershed Project

**Jennifer Macarthy**, City of Chico

**Tamara Maxey**, Gold Nugget Museum

**Debbie Moseley**, Paradise Chocolate Fest

**Dawn Nevers**, City of Oroville

**John Pearson**, Pearson Collaborative Project

**Brett Sanders**, 3CORE

**Melissa Schuster**, Paradise Chamber of  
Commerce

**Marci Shadd**, The Colonia Building

**Katie Simmons**, Butte County Administration

**Rachel Simmons**, CSU Chico

**Audrey Taylor**, Downtown Chico Business  
Association

**EXPLORE BUTTE COUNTY BOARD MEETING**

June 30, 2022  
Time: 12:00 – 1:00 pm

326 Huss Drive  
Chico, CA 95928  
Board Room  
OR

Via Zoom Link – VIDEO

**Minutes**

- 
1. Call to order and roll call – hybrid meeting, virtual votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:08 pm.  
Introductions.

Present- Directors Spangler, Billah, Johansson, Leonard, Limon, Saddique, Sellu. Advisors: Aalfs, Boesen, Maxey, Moseley, Nevers, Pearson, Schuster, Taylor.

Absent – Director Wilson. Advisors: Anton, Culleton, Duran, Jorgensen, Macarthy, Sanders, Shadd, K. Simmons.

Guests – Shelly James, Tami Travis, Lori Porter

Staff – Denero, Salas

2. **CONSENT AGENDA**

2.1 Approval of Special Board Meeting Minutes from June 1, 2022

2.2 Approval of May Financials

A motion was made by Director Johansson and seconded by Director Sellu to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Billah, Johansson, Leonard, Limon, Saddique, Sellu

NOES: None

ABSTENTIONS: None3. **PUBLIC COMMENT**None.4. **REGULAR AGENDA****4.1 CONSIDERATION OF HIRING A RECRUITMENT FIRM FOR THE EXECUTIVE RECRUITMENT OF NEW EXECUTIVE DIRECTOR**

The Recruitment Committee reviewed a variety of options for recruiting a new Executive Director for EBC. After discussion, the committee would like to recommend hiring SearchWide Global, a firm focused on executive recruitment for DMOs, hospitality, and attractions. The SearchWide contract has a minimum fee of \$30,000 and there can be additional fees for background checks, travel and hospitality for candidates, and personality assessments.

A motion was made by Director Spangler and seconded by Director Johansson to approve hiring SearchWide Global to run the recruitment for the Executive Director with the caveat that there is a referral process for local recruitment. The cost is not to exceed \$35,000: \$30,000 fee for SearchWide Global and \$5,000 for in-market interviews/travel/etc., which will be the total for everything associated with this process, to be allocated from the Contingency Reserve Fund.

The motion carried by the following vote:

AYES: Spangler, Billah, Johansson, Leonard, Limon, Saddique, Sellu

NOES: None

ABSTENTIONS: None

**4.2 CONSIDERATION OF EXECUTIVE DIRECTOR JOB DESCRIPTION**

The Recruitment Committee discussed the job title for the organization and landed on Executive Director instead of CEO. The committee reviewed the current job description and decided changes could be made, but it is in a relatively good place for use in recruitment.

A motion was made by Director Spangler and seconded by Director Sellu to approve changing the title of the leadership role of EBC from CEO back to Executive Director and to approve the updated job description for use in recruitment and the Board's

expectations of the position, with the idea that it's always evolving.

The motion carried by the following vote:

AYES: Spangler, Billah, Johansson, Leonard, Limon, Saddique, Sellu

NOES: None

ABSTENTIONS: None

#### **4.3 CONSIDERATION OF CAROLYN DENERO'S CONTRACT FOR WORK PERFORMED AFTER JULY 15, 2022**

Carolyn Denero's last day is July 15, and she has agreed to stay on as a contractor to assist with the operations of EBC during the transition to hiring a new Executive Director. The proposed contract will include day-to-day operations, oversight of staff and vendors, continuation of required projects, documenting organizational processes, and training of new Executive Director, among other items agreed upon by the Board.

A motion was made by Director Johansson and seconded by Director Limon to approve the short-term contract with Carolyn Denero with included scope of work. Denero will report to President Spangler with the condition of a 14 day out clause, and an update to include the potential to extend through the end of December 31, 2022.

The motion carried by the following vote:

AYES: Spangler, Billah, Johansson, Leonard, Limon, Saddique, Sellu

NOES: None

ABSTENTIONS: None

#### **4.4 CONSIDERATION OF JOHN PEARSON'S CONTRACT EXTENTION FOR PROJECT WORK FUNDED BY ARPA FUNDS AND CHICO ZONE MARKETING THROUGH DECEMBER 31, 2023**

The Pearson Collaborate Project approved proposal and scope of work was approved in January of 2022 with no termination date, other than to be executed for six months. Due to the transition of leadership at EBC, the Board should consider contracting with Pearson to continue the programs through their end dates of December 31, 2023. Pearson will continue to work with Denero

until the transition to a new Executive Director – but this will allow continuity of the additionally-funded projects for EBC.

A motion was made by Director Spangler and seconded by Director Limon to approve the current scope of work through the end of the year with the outlined projects. The Board would like a new proposal and scope of work drafted for review and approval for projects that will happen in 2023 and to appropriately compensate John for the work being done on behalf of Explore Butte County.

AYES: Spangler, Billah, Johansson, Leonard, Limon, Saddique, Sellu

NOES: None

ABSTENTIONS: None

5. **CLOSED SESSION** - None

6. ADJOURNMENT

Meeting was adjourned at 1:45 pm

Minutes respectfully submitted by Alicia Salas