



Board of Directors

Brooke Smith
Chico - Vice President

Bruce Spangler
Oroville - President

Dori Franklin
Chico - Secretary

Haroon Saddique
Paradise

Kiran Paragji
Oroville

Mohammad Billah
Chico

Nicole Johansson
At Large

Scott Stoller
At Large - Treasurer

Advisors to the Board

Betsy Yarbrough
County-wide

Debbie Collins
Chico

Evie Cameron
Paradise

Heather MacDonald
Unincorporated County

Heather Johnson
Oroville

Jennifer Macarthy
County-wide

Jovanni Tricerri
Unincorporated County

Kelsey Torres
Chico

Melissa Schuster
Paradise

Board of Directors - Minutes

Special Meeting

April 20, 2018

11:00 a.m. – 1:30 p.m.

Meeting Location:

Oxford Suites Chico
2035 Business Lane, Chico

Agenda

1. Meeting called to order 11:00 a.m.

- a. Present: Bruce Spangler, Dori Franklin, Scott Stoller, Nicole Johansson, Brooke Smith, Kiran Piragji*, Debbie Collins, Betsy Yarbrough, Jovanni Tricerri, Heather MacDonald, Jennifer Macarthy, Heather Johnson, Kelsey Torres.

- i. *late arrival, did not vote on item 2

- b. Absent: Mohammad Billah, Haroon Saddique, Evie Cameron, Melissa Schuster

- c. Guests: Daniel Bond, Langlers Webworks; Chad Abramson, Action News; Carolyn Denero, EBC

- ### 2. State Fair Committee – Recommendation to engage booth builder
- Heather MacDonald – review of process for engaging a booth builder. Committee send bid to 6 different booth builders and received one proposal from David Selkirk. Review of his concepts, and discussion of items the board would like to see in the booth. Overwhelmingly the group liked the idea of a booth that people could walk into and engage with. Budget in proposal was more than \$15,000; Denero to negotiate the cost of building the booth. Stoller working on details for the potential winnings as well. Motion to engage David Selkirk to build the Butte County booth at the State Fair. (Motion: Johansson; Second Smith) Ayes 5, No 0, Abstain 0. Passed 5-0.

3. Advertising Services Presentations

- a. Burghardt + Dore Presentation – 20 minutes (11:15 – 11:35)



- i. Q&A for agency – 10 minutes (11:35 – 11:45)
 - ii. Discussion – 10 minutes (11:45 – 11:55)
 - b. Crowd Presentation – 20 minutes (12:00 – 12:20)
 - i. Q&A for agency – 10 minutes (12:20 – 12:30)
 - ii. Discussion – 10 minutes (12:30 – 12:40)
 - c. Porter CO Presentation – 20 minutes (12:45 – 1:05)
 - i. Q&A for agency – 10 minutes (1:05 – 1:15)
 - ii. Discussion – 10 minutes (1:15 – 1:25)
- 4. Closed Session at 2:00 p.m.**
 - a. Final scoring and selection of advertising agency
- 5. Open Session at 2:30 p.m. – Motion to move into negotiations for advertising services with the agency who had the highest score by the board, which was Porter Co. (Motion: Smith; Second: Piragji) Ayes 6, Noes 0, Abstain 0.**

Meeting adjourned at 2:35 p.m.

Meetings respectfully submitted by Carolyn Denero