

Board of Directors

Bruce Spangler, President (Oroville)
Analise Uhlig Secretary (Chico)
Mohammad Billah, Treasurer (Chico)
Jasmin Wilson, (Oroville)
Haroon Saddique (Paradise)
Nicole Johansson, (At Large)
John Pearson, (At Large)
Tamba Sellu (Chico)



Advisory Board

Victoria Anton, Oroville
Melanie Bassett, Chico
Colette Curtis, Paradise
Sarah Boesen, Chico
Jennifer Leonard, Unincorporated
Holly Jorgensen, Oroville
Melissa Schuster, Paradise
Marci Shadd, Biggs

EXPLORE BUTTE COUNTY BOARD MEETING

January 13, 2022
Time: 12:00 – 2:00 pm

Via Zoom Meeting ONLY

Join Zoom Meeting

<https://us02web.zoom.us/j/86144859495?pwd=RTZmOXo0SmtJandlaXlMakNkayt2Zz09>

Meeting ID: 861 4485 9495

Passcode: 172806

Dial by your location

669 900 9128 US (San Jose)

AGENDA

MISSION: Explore Butte County inspires people to visit Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County is the *heart and champion* of growing and sustaining a flourishing and diverse tourism economy making Butte County THE must-visit destination in the Northstate.

VALUES: Authenticity. Innovation. Exploration. Stewardship. Equity. Inclusion. Fun.

1. Call to order and roll call – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no.
2. **CONSENT AGENDA**
 - 2.1 Approval of Board Meeting Minutes from November 11, 2022
 - 2.2 Approval of November 2021 Financials
 - 2.3 Approval of December 2022 Financials
 - 2.4 Annual photography contract renewal with Watershed Media
 - 2.5 Annual contract renewal for Datafy (formerly See Source)
 - 2.6 Executed ARPA contract with City of Chico for ARPA-funded Chico Tourism Brand Project
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.

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4. **REGULAR AGENDA**

4.1 **PRESENTATION ABOUT COMMERCIAL AIR SERVICE AT CHICO AIRPORT**

Update about commercial air service and vision for Chico airport.

Recommendation: *No formal recommendation.*

4.2 **CONSIDERATION OF THE 2022 BUDGET**

The Finance Committee met November 19, 2021, to consider a draft budget of the 2022 budget. 2022 will mark the first year that EBC will have additional funding streams for a variety of projects. Narrative report and draft budget are included in packet for review.

Recommendation: *To approve the 2022 budget as presented.*

4.3 **OROVILLE TOURISM COMMITTEE YEAR-END REVIEW**

Year-end review report included in board packet. Committee will meet soon to develop a recommendation for the 2022 program year to be presented and approved by the BOD at the March 2022 meeting.

Recommendation: *No recommendation, informational only.*

4.4 **CHICO TOURISM COMMITTEE YEAR-END REVIEW & CONSIDERATION OF RECOMMENDATION FOR 2022 PLAN AND SPENDING**

The Chico Tourism Committee year-end review report is included in the board packet. The current members of the Chico Tourism Committee met on Friday, January 7, 2022, to discuss initiatives for 2022. With remainder funds from 2021 and the already earned funds for 2022, the Chico Zone Marketing budget for 2022 will be more than \$94,000. Top line, the committee would like to focus on the following activities:

- Grow the committee to be more inclusive to organizations that are involved in travel and tourism, to be broader than the original group.
- Allocate no more than 50% of the annual zone budget or \$40,000 (whichever is lower) per year on a project manager to deploy Chico Zone marketing and initiatives as developed by the committee annually.
- Allocate additional budget to
 - "Clean Up Chico" volunteer event creation/partnership with \$4,000 (2 events in 2022).
 - \$15,000 for a Chico Velo Wildflower lodging/biking partnership.
 - \$3,000 for other sponsorship opportunities that EBC should be included in.
- This leaves \$32,000 in the budget for the committee to consider and come back to the BOD with additional planning.

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Recommendation: *To approve the recommendation from the Chico Tourism Committee for 2022 as outlined, with the additional planning to come before the EBC BOD as the year continues.*

4.5 CONSIDERATION OF CONTRACT AND SCOPE OF WORK WITH BUTTE COUNTY TO DEPLOY THE BUTTE COUNTY WAYFINDING SIGNAGE MASTER PLAN

Denero has been working with Butte County to develop a scope of work with timelines and deliverables which will need to be presented to the Butte County Board of Supervisors in February prior to work beginning. Proposed scope and budget are included in board packet for EBC BOD approval.

Recommendation: *To approve the scope of work with corresponding timelines and budget items.*

4.6 CONSIDERATION OF CONTRACT WITH JOHN PEARSON AS PROJECT MANAGER FOR EBC

During the November 11, 2021, EBC board meeting, EBC staff asked for BOD direction on upcoming special projects and need for additional help to fulfill the project timelines and deliverables. After considering projects and funding a Project Manager scope of work has been created that would allow EBC flexibility to work with a contractor to be a liaison for at least 3 projects outlined in our 2022 goals. Current board member, John Pearson, submitted a proposal to work with EBC as the Project Manager. Due to a potential for a perceived conflict of interest, John has submitted his resignation from the Board of Directors to be considered for this contract position.

Recommendation: *To accept John Pearson’s resignation from the Board of Directors as an at-large director and to allow Denero to sign the Project Manager contract on behalf of the board of directors.*

5. REPORTS AND COMMUNICATIONS

- 5.1 **MOBILE VISITOR CENTER UPDATE** *Bruce Spangler*
- 5.2 **MARKETING COMMITTEE REPORT** *Nicole Johansson*
- 5.3 **NOMINATING COMMITTEE UPDATE** *Haroon Saddique*
- 5.4 **EXECUTIVE DIRECTOR REPORT** *Carolyn Denero*

6. ADJOURNMENT

Next regular board meeting is scheduled for March 10, 2022. This will be our Annual Meeting.