

**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  
DCBA  
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

Meeting via Zoom

**MINUTES**

- 1. Call to order and roll call – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:03 pm. Introductions.

Present – Directors: Spangler, Uhlig, Billah\*, Pearson, Sellu. Advisors: Anton, Taylor\*\*, Leonard, Jorgensen, Schuster, Shadd.

Absent – Directors Wilson, Saddique, Johansson. Advisor: Curtis

Guests– Tom Bahr, Rachel Simmons, Jennifer Macarthy, Katie Simmons, Everett Duran, Shelly James, Amber Miland, Debbie LaPlant Moseley, Kathryn Mathes, Tami Travis, Lori Porter, Lynda Gizzi, Pat Macias, Sandy Gonzales

Staff – Denero, Baer, Salas

\*Left Early

\*\*Audrey Taylor represented the DCBA.

In order to have a quorum for action items agenda items were rearranged and discussed in the following order: 4, 4.1 4.2, 4.6, 4.4, 4.5, 4.3, 3, 5, 6

**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

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A motion was made by Director Uhlrig and seconded by Director Pearson to approve the consent agenda items.

The motion carried by the following vote:

AYES: Uhlrig, Pearson, Spangler, Billah, Sellu.

NOES: None

ABSTENTIONS: None

3. **PUBLIC COMMENT**

Amber Milan reported that Arbor Day will be taking place in Oroville March 19<sup>th</sup>.

4. **REGULAR AGENDA**

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

Update about commercial air service and vision for Chico airport.

Presentation by Tom Bahr of the Chico Airport given. No action required.

**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.

A motion was made by Director Uhlrig and seconded by Director Sellu to approve the 2022 budget as presented.

The motion carried by the following vote:

AYES: Uhlrig, Pearson, Spangler, Billah, Sellu.

NOES: None

ABSTENTIONS: None

**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.

Update given. No action required.

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#### 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.

A motion was made by Director Pearson and seconded by Director Uhrig 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.

The motion carried by the following vote:

AYES: Uhrig, Pearson, Spangler, Billah, Sellu.

NOES: None

ABSTENTIONS: None

#### 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.

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A motion was made by Director Spangler and seconded by Director Pearson to approve the scope of work with corresponding timelines and budget items with updated milestones.

The motion carried by the following vote:

AYES: Uhrig, Pearson, Spangler, Billah, Sellu.

NOES: None

ABSTENTIONS: None

**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.

A motion was made by Director Uhrig and seconded by Sellu 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.

The motion carried by the following vote:

AYES: Uhrig, Spangler, Billah, Sellu.

NOES: None

ABSTENTIONS: John Pearson

Note: John Pearson recused himself because the vote was about him.

**5. REPORTS AND COMMUNICATIONS**

**5.1 MOBILE VISITOR CENTER UPDATE** *Bruce Spangler*

**5.2 MARKETING COMMITTEE REPORT** *Nicole Johansson*

This report was given by Director Pearson

**5.3 NOMINATING COMMITTEE UPDATE** *Haroon Saddique*

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This update was given by Carolyn Denero.

5.4 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

6. **ADJOURNMENT**

Meeting was adjourned at 1:25pm

Minutes respectfully submitted by Alicia Salas.