

**Board of Directors**

Bruce Spangler, President (Oroville)  
Brooke Isenberg, Vice President (Chico)  
Analise Uhrig Secretary (Chico)  
Mohammad Billah, Treasurer (Chico)  
Jasmin Wilson, (Oroville)  
Haroon Saddique (Paradise)  
Nicole Johansson, (At Large)  
John Pearson, (At Large)



**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**

July 8, 2021

Time: 12:00 – 2:00 pm

Hybrid in-person and zoom meeting.

**In-person meeting**

326 Huss Lane, Suite 100, Chico  
Large Meeting Room

**MINUTES**

1. Call to order and roll call – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no.

Meeting was called to order at 12:07 pm by President Spangler.

Present – Directors: Spangler\*, Isenberg, Uhrig, Wilson, Saddique, Johansson\*, Pearson. Advisors: Anton\*, Boesen, Leonard, Schuster\*, Shadd.

Absent – Director Billah. Advisors: Bassett, Curtis, Jorgensen.

Guests – Kathryn Mathis City of Chico, Jennifer Macarthy City of Chico, Pat Macias\* monca, Shelly James PorterCo\*, Sandy Gonzalez Hotel Diamond, Tami Travis PorterCo.

Staff: Denero\*, Baer\*, Salas\*.

\*Those present in-person.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of May 13 and Special Meeting May 6

2.2 Approval of May and June 2021 financials

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

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Wilson, Saddique, Johansson, Pearson

NOES: None

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Abstentions: None

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.

No public comment.

4. **REGULAR AGENDA**

**4.1 CONSIDERATION OF MID-YEAR BUDGET REVIEW AND ADJUSTMENT**

After reviewing the final P&L for 2020 and looking at the first 4 months of 2021 it is anticipated that we will receive \$39,000 more from Program Income. A proposal for where that additional income should be allocated is attached and includes increases to: Advertising, Advertising Agency, Printing, Marketing Staff & related expenses, General Administration, Insurance (auto), Admin Staff, Subscriptions.

A motion was made by Director Pearson and seconded by Director Johansson to approve the 2021 budget adjustments as presented.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Wilson, Saddique, Johansson, Pearson

NOES: None

Abstentions: None

**4.2 CONSIDERATION OF 2020 990s FOR APPROVAL**

EBC's CPA finalized 2020 990s. They are required to be reviewed by the BOD.

A motion was made by Director Wilson and seconded by Director Pearson to accept and approve the 2020 990s as prepared.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Wilson, Saddique, Johansson, Pearson

NOES: None

Abstentions: None

**4.3 OROVILLE TOURISM COMMITTEE UPDATE**

*Strategic Goal: Build Brand Momentum & Strong Local Partnerships*

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The Oroville Tourism Committee met to do a final review of the mapping project and discuss budget. Budget cost was increased because committee wants the final editable creative when project is done and the web-formatted map was also additional budget. There will be costs associated with EBC’s work to format the map for EBC website. Committee also reviewed budget to consider supporting the Oroville 4<sup>th</sup> of July fireworks. Committee confident budget will be available and \$1,000 was offered as sponsorship for the event.

No recommendation, informational reporting only. Presented by Victoria Anton, Vice Chair of the committee.

**4.4 CHICO TOURISM COMMITTEE UPDATE**

*Strategic Goal: Build Brand Momentum & Strong Local Partnerships*

Update on funding opportunities and how to use zone marketing. Committee would like to allocate up to \$3,000 to have a booth at the Louie Vermeil sprint car races, create collateral, and hand out items for this group of visitors. Committee would also like to use Chico Zone Marketing funds to hire a contractor to help accomplish Chico goals, specifically around special events and coordination of Chico business support.

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

1. Allocate \$3,000 to support activities and activations around the Louie Vermeil Classic Labor Day Weekend, and
2. Approve the use of zone marketing to be used for funding a contract position specifically to support Chico zone activities.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Wilson, Saddique, Johansson, Pearson

NOES: None

Abstentions: None

**5. REPORTS AND COMMUNICATIONS**

**5.1 MARKETING COMMITTEE REPORT** *John Pearson*

**5.2 EXECUTIVE DIRECTOR REPORT** *Carolyn Denero*

**5.3 ITEMS FOR SEPTEMBER BOARD MEETING** *Board Suggestions*

**6. CLOSED SESSION**

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**6.1 DISCUSSION OF EXECUTIVE DIRECTOR POSITION AND STAFF FUNDING**

A motion was made by Director Spangler and seconded by Director Isenberg to change Denero’s job title from Executive Director to Chief Executive Officer and offer opportunity for professional development, add 5 days per year to her PTO, and offer Baer a growth opportunity to Marketing Manager with pay increase to \$55,000 per year.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Wilson, Saddique, Johansson, Pearson

NOES: None

Abstentions: None

**7. ADJOURNMENT**

Minutes respectfully submitted by Carolyn Denero.