



# Explore Butte County Board of Directors

## Annual Meeting

March 8, 2018  
12:00 – 2:00 pm

### Meeting Location:

Courtyard by Marriott  
2481 Carmichael Drive, Chico

### Members of the Board

Bruce Spangler, President (Oroville)  
Brooke Smith, Vice President (Chico)  
Dori Franklin, Secretary (Chico)  
Jennifer Macarthy, Treasurer (At Large)  
Kiran Paragji, America's Best Value Inn (Oroville)  
Nicole Johansson, Sierra Oro Farm Trail (At Large)  
Haroon Saddique, Best Western Paradise Hotel(Paradise)  
Mohammad Billah, Hotel University (Chico)  
Vacant, Unincorporated County (Unincorporated)

### Advisory Positions

Pamela Teeter, Paradise Chamber (Paradise)  
Scott Stoller, Silver Dollar Fair (Chico)  
Heather MacDonald, Butte County (Unincorporated)  
Debbie Collins, City of Chico (Chico)  
Melissa Schuster, Town of Paradise (Paradise)

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**Purpose:** The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

**1. 12:00pm – Call Meeting to Order:**

Meeting called to order at 12:06 p.m.

*Present:* Bruce Spangler, Brooke Smith, Dori Franklin, Jennifer Macarthy, Kiran Paragji\*, Nicole Johansson, Haroon Saddique, Mohammad Billah, Scott Stoller, Heather MacDonald, Debbie Collins, Melissa Schuster

*Absent:* None

*Guests:* Carolyn Denero, Program Coordinator EBC; Betsy Yarbrough, Action News; Jen Leonard, Almendra; Tony Catalano, Forebay Aquatic Center; Jenny Kincaid, Best Western Chico; Daniel Bond, Langlers; Heather Johnson, Langlers; Kelsey Torres, Chico Chamber; Christian Gutierrez, DCBA; Erin Morrissey, DCBA; Pat Macias, monca; Audrey Taylor, EBHB; Jovani Tricerri, EBHB; Casey Hatcher, County of Butte

\*Late arrival

**2. Corrections and/or Changes to the Agenda**

- a. Board
- b. Public

No corrections or changes to the agenda requested

**3. Consent Agenda**

- a. Meeting Minutes – January 11, 2018 and February 8, 2018 (Special Meeting)
- b. **MOTION** to approve the meeting minutes from January 11 and February 8 as written. (Motion: Macarthy; Second: Billah) Ayes 7, Noes 0, Abstain 0. Passed 7-0.

**4. Public Comment (non-agenda items; please limit to 5 minutes each)**

- a. Melissa Schuster – encourages all to attend a Blue Zone meeting taking place March 19 in Paradise. Paradise is looking into becoming a Blue Zone; it is more of a regional idea. They expect the movement will expand regionally. Blue Zone designations have shown to increase TOT and tourism to an area.

**5. Regular Agenda**

- a. Nomination Committee
  - i. Recommendation to accept bylaw changes regarding advisory board language

Review of the bylaw changes as proposed and posted for more than 7 days, per bylaws. **MOTION** to approve the bylaw changes as proposed. (Motion: Johansson; Second: Billah) Ayes 8, Noes 0, Abstain 0. Passed 8-0.

ii. Board of Director

1. Distribute director election ballots

2. Those positions expiring and/or unfilled

The nomination committee reviewed the board positions and those expiring this term. Those who followed the procedure have already submitted their nomination information for a position. If there is anybody from the audience who did not submit prior to the deadline but would like to run, they can do so from the floor.

a. Lodging – Chico x 2

b. Lodging – Oroville x 1

c. Lodging – Unincorporated x 1

d. Community at Large – x 2

3. Recommendations from nominations committee, followed by speeches (3-minutes maximum).

The recommendations by the nomination committee are below. All listed were present and presented to the room.

a. Chico Lodging

i. Brooke Smith – Residence Inn by Marriott and Courtyard by Marriott

ii. Dori Franklin – Oxford Suites

b. Oroville Lodging

i. Bruce Spangler – Holiday Inn Express & Suites

c. Unincorporated

i. No nominations received prior to meeting

d. Community at Large

i. Nicole Johansson

ii. Casey Hatcher

4. Call for additional nominations from the floor, followed by speeches (3-minutes maximum)

Nominations from floor: Jenny Kinkaid, GM of Best Western Chico; she would represent Chico lodging. Erin Morrissey, Downtown Chico Business Association, member at large. Scott Stoller, Manager of Silver Dollar Fairgrounds; he would represent member at large.

5. Vote and announcement of new directors to the board

**FINAL VOTE FOR BOARD OF DIRECTORS**

a. Dori Franklin – Chico lodging

b. Brooke Smith – Chico lodging

c. Bruce Spangler – Oroville lodging

d. Scott Stoller – Community at Large

e. Nicole Johansson – Community at Large

iii. Officer of the board election

1. Distribute officer election form

2. Review officer descriptions and terms: President, Vice President, Treasurer, Secretary
3. Nominations for each position, and why  
Bruce Spangler was nominated for President of the Board by Brooke Smith  
Brooke Smith was nominated for Vice President of the Board by Nicole Johansson  
Scott Stoller was nominated for Treasurer of the Board by Dori Franklin  
Dori Franklin was nominated for Secretary of the Board by Nicole Johansson

**MOTION** to close the nominations for officers and accept as verbally nominated. (Motion: Stoller; Second: Johansson) Ayes 8, Noes 0, Abstain 0. Passed 8-0.

4. Vote and announcement of new officers of the board

**OFFICERS OF THE BOARD**

- a. Bruce Spangler – President
- b. Brooke Smith – Vice President
- c. Scott Stoller – Treasurer
- d. Dori Franklin - Secretary

iv. Advisory Board election

1. Distribute advisory election form
2. Review duties of advisory board members
3. All advisory board positions expire annually. Two positions available as follows: Biggs, Chico, Paradise, Oroville, Unincorporated Butte County, Entire County
4. Review all nominations submitted prior to March 1. Opportunity for all interested advisors to speak to board of directors (3-minute maximum)  
Speeches by Debbie Collins, Chico; Betsy Yarbrough, Chico; Evie Cameron (as read by Denero), Paradise; Kelsey Torres, Chico; Heather MacDonald, Unincorporated County; Jennifer Macarthy, entire County
5. Call for additional nominations from the floor (3-minute maximum)  
Melissa Schuster, Paradise; Jovanni Tricerri nominated by Audrey Taylor for unincorporated County; Heather Johnson nominated by Daniel Bond for Oroville; Jen Leonard for unincorporated County.  
Stoller – can Betsy Yarbrough be moved to entire county since Action News isn't specifically focused on Chico? Yes – Yarbrough is moved to nomination for county-wide advisor.
6. Vote and announcement of new advisors to the board

**FINAL VOTE FOR ADVISORY BOARD**

- a. Biggs – No seats
- b. Chico: Kelsey Torres, Chico Chamber of Commerce; Debbie Collins, City of Chico
- c. Paradise: Evie Cameron, Blue Team Realty; Melissa Schuster, Paradise Town Council
- d. Oroville: Heather Johnson, ODBA/Langlers

- e. Unincorporated Butte County: Heather MacDonald, County of Butte; Giovanni Tricerri, Everybody Healthy Body
  - f. County-wide: Jennifer Macarthy, Advance North State; Betsy Yarbrough, Action News Now
- b. Finance Report
- c. Macarthy – finance report: 70% of the EBC budget is to be spent on marketing. Currently the 2017 budget is underspent by about \$200,000. The 2018 budget was built with a few more line items that included the state capitol display, staffing, office space and zone marketing. \$75,000 of the reserve is specifically designated for TBID renewal so those funds are available as needed.
- d. Staffing Committee
- i. Status of E.D. recruitment  
Johansson – the staffing committee has been working with Amy from the Alliance for Workforce Development (AFWD); she has been very helpful. The Executive Director job opening was posted for three and a half weeks. At this point the candidate pool is narrowed down to 4 candidates; 2 to be interviewed this Friday, 2 next Friday. The final 2 candidates will be presented to the Board.
- e. Ad hoc committee creation – to research and coordinate office set up for staff  
Explore Butte County needs to have office space. Saddique and Stoller have had a brief conversation but need to convene a committee and make an office space recommendation at the next board meeting. Billah would like to join this committee. Office space committee to be: Haroon Saddique, Scott Stoller, Mohammad Billah.
- f. Marketing Committee Report
- i. Update from Chair  
Last month a special meeting was called to discuss The Abbi Agency and SMG Consulting. A vote was taken, and the contract was cancelled with 30-day notice. This gives the board an opportunity to look at other ad agencies. The original RFP, which was won by TAA asked them to create the brand, logo and website and build a foundation for EBC. The next RFP for advertising will be more specific to advertising and be more strategic. In the original RFP EBC asked a firm to do everything and that just isn't realistic. The duties and functions need to be split out. The deadline for the Advertising services RFP is March 15; there is an expectation of receiving 2 or 3 proposals.  
The marketing committee is also working on a vendor list of local companies who can help on other tasks.
  - ii. *San Francisco Chronicle* – update on progress and review of preliminary print and Story Studio  
The advertising deadline is March 9. The print version will be March 18; the Story studio will follow.
  - iii. State Capitol window display – update on progress  
Review of concepts provided by David Selkirk.
- g. State Fair Committee – recommendation to reconvene for 2018 planning  
The committee for the preparation of the State Fair booth needs to be reconvened to find a booth builder and develop the space. Committee members: Heather MacDonald, Mohammad Billah, Nicole Johansson, Scott Stoller.

- h. Program Coordinator Report
  - i. Request from Team Chico – hotel data to help support economic benefit from events
  - ii. Strategic planning session update – date selection: Date of April 12 selected.
  - iii. Zone marketing – progress of applications
  - iv. Participation at North State Economic Forum – written report
  - v. Vacation rentals

**6. Closed Session – No**

**Meeting adjourned at 2:12 p.m.**

Notes respectfully submitted by Carolyn Denero.