

Bruce Spangler, President
Jasmin Wilson, Treasurer
Haroon Saddique
Tamba Sellu
Mohammad Billah, Vice President
Nicole Johansson, Secretary
Jennifer Leonard



Dani Aalfs
Victoria Anton
Sarah Boesen
Woody Culleton
Ev Duran
Holly Jorgensen
Jennifer Macarthy
Tamara Maxey
Debbie Moseley
Dawn Nevers
John Pearson
Brett Sanders
Melissa Schuster
Marci Shadd
Katie Simmons
Rachel Simmons
Audrey Taylor

EXPLORE BUTTE COUNTY BOARD MEETING

May 12, 2022
Time: 12:00 – 2:00 pm

326 Huss Drive
Chico, CA 95928
Board Room

MINUTES

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1. Call to order. – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:07 pm.
Introductions.

Present – Directors: Spangler, Wilson (via zoom), Saddique, Sellu, Johansson*, Leonard.
Advisors: Anton, Boesen, Duran, Macarthy, Nevers, Pearson, Schuster, R. Simmons.

Absent – Director Billah. Advisors: Aalfs, Culleton, Jorgensen, Maxey, Moseley, Sanders, Shadd, K. Simmons, Taylor.

Guests – Shelly James, Tami Travis, Ashley Limon, Pat Macias

Staff – Denero, Baer, Salas

*late arrival

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes from March 10, 2022

2.2 Approval of April 2022 Financials

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

The motion carried by the following vote:

AYES: Spangler, Wilson, Saddique, Sellu, Leonard

NOES: None

ABSTENTIONS: None

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3. **PUBLIC COMMENT**

Melissa Schuster would like to announce that Tuesday, May 17th, construction will begin on the new Hope Plaza in Paradise.

4. **REGULAR AGENDA**

4.1 CONSIDERATION OF ASHLEY LIMON FOR CHICO LODGING BOARD SEAT

There is currently a vacant board seat meant to be filled by a Chico lodging representative. The vacancy occurred too close to the annual meeting for the Nominating Committee to make a recommendation for that seat. Director Uhrig, who resigned, confirmed that Oxford Suites would like to continue their involvement with Explore Butte County and she wrote a letter of recommendation for incoming sales manager, Ashley Limon.

A motion was made by Director Sellu, and seconded by Director Saddique to approve the appointment of Ashley Limon to the Board of Directors representing Chico lodging from Oxford Suites for a two-year term expiring in March of 2024. July 2022 will be Ashley’s first active board meeting.

The motion carried by the following vote:

AYES: Spangler, Wilson, Saddique, Sellu, Johansson, Leonard

NOES: None

ABSTENTIONS: None

4.2 CONSIDERATION OF PREPARED 990 FOR SUBMISSION

Explore Butte County’s CPA, Holly Pladson, has prepared the 2021 990 for approval. Board members must review and approve the document, and notice the review, during a board meeting.

A motion was made by Director Wilson and seconded by Director Johansson to approve the treasurer’s report of 990s to be submitted for the 2021 program year.

The motion carried by the following vote:

AYES: Spangler, Wilson, Saddique, Sellu, Johansson, Leonard

NOES: None

ABSTENTIONS: None

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4.3 CONSIDERATION OF OROVILLE TOURISM COMMITTEE RECOMMENDATION TO REALLOCATE SOME BUDGET FOR ALREADY APPROVED 2022 PROJECTS

The Oroville Tourism Committee met on April 21. During the meeting the City of Oroville clarified that setting aside marketing dollars (\$10,000) is not necessary at this point. It appears the branding project will include budget for advertising and the committee should consider alternate use of the funds for now. The committee approved hiring Ashley Baer (EBC team member) to develop the back of the Oroville map so the project can be finalized and printed by summer. The committee also approved using \$2,500 of sponsorship to fund an event person for the Downtown Oroville organization so their events continue to be successful.

A motion was made by Director Johansson and seconded by Director Sellu to approve the Oroville Tourism Committee’s request to move \$10,000 from the Oroville Brand Project back to unallocated. Committee will consider updated recommendation for the next board meeting.

The motion carried by the following vote:

AYES: Spangler, Wilson, Saddique, Sellu, Johansson, Leonard

NOES: None

ABSTENTIONS: None

4.4 CHICO TOURISM COMMITTEE UPDATE

The Board approved a few big spends for the Chico Zone Marketing which all began since the last board meeting. The Chico Velo Wildflower Century Ride partnership: planned to create a warm welcome at hotels which needed a lot longer lead time, so budget was spent to create and distribute video ads (results in board packet). Partnership with DCBA for sponsorship of the Thursday Night Market: funds were primarily allocated to buying advertising schedules to promote the market. EBC worked with Watershed Media to produce video ads for tv and digital distribution. Chico Clean Day partnership with Chico Parks Department was successful. After budget reconciliation there is still more than \$25,000 to be allocated for the 2022 program year. Project Manager is looking into 1) guest shuttles from Chico hotels to downtown during Chico State’s Alumni/Open House/Parents’ Weekend in October, 2) coordinating and reprinting the Chico Bike Map, 3) helping with Art & Wine Walk during Alumni/Open House/Parents’ Weekend.

Pearson presented a bike concierge plan for Chico Velo Wildflower century ride for next year and gave updates about Chico Tourism Committee. No action required.

5. REPORTS AND COMMUNICATIONS

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

5.2 **MARKETING COMMITTEE UPDATE** *Nicole Johansson*

5.3 **MARKETING MANAGER REPORT** *Ashley Baer* ([Link to presentation deck](#))

5.4 **ARPA PROJECT MANAGER UPDATE** *John Pearson*

5.5 **EXECUTIVE DIRECTOR REPORT** *Carolyn Denero* ([Link to presentation deck](#))

6. **CLOSED SESSION**

Public was asked to leave the meeting so closed session could begin. Directors entered closed session at 1:25 pm. Meeting reopened at 2:45 to adjourn the meeting.

6.1 **CEO ANNUAL REVIEW**

CEO Denero was presented with her annual evaluation. The Board voted to pay the first quarter Project-Based Pay as soon as possible. Denero was directed to remind Director Spangler of these quarterly project-based pay at the close of each quarter.

7. **ADJOURNMENT**

Next regular board meeting is scheduled for July 14, 2022.