

**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  
Heather Ugie, Chico  
Jennifer Leonard, Unincorporated  
Holly Jorgensen, Oroville  
Melissa Schuster, Paradise  
Marci Shadd, Biggs

EXPLORE BUTTE COUNTY BOARD MEETING

May 13, 2021  
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 12:08pm.

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

Absent – Advisors: Bassett, Curtis.

Guests – Kathryn Mathis: City of Chico, Amber Marron: Oroville Chamber, Shelly James & Tami Travis: PorterCo, Travis Gee: State Parks

Staff: Denero, Baer, Salas

\*directors present for some portion of meeting, neither voted

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of March 11, 2021

2.2 Approval of March and April 2021 financials

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

The motion carried by the following vote:

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

NOES: None

Abstentions: None

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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.

4. **REGULAR AGENDA**

4.1 **PRESENTATION BY STATE PARKS**

Projections of State Park usage as we move into the height of summer travel. How might this affect EBC's efforts?

Travis Gee from California State Parks presented the most up to date information about the State Recreation Area around Lake Oroville. Of note; visitation has been up and a new "glamping" site will be available this season. No action required.

4.2 **CONSIDERATION OF OROVILLE TOURISM COMMITTEE RECOMMENDATION – presented by Victoria Anton**

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

The Oroville Tourism Committee decided that the entire budget should be used to create an Oroville-specific attractions map that can be handed out to visitors and potential visitors. It should be focused around Downtown and the Feather River. The map will not include individual businesses, but instead it will focus on attractions, museums, outdoor recreation spaces. The front side will be the map, the back side will be narrative options for building itineraries and/or additional information valuable to visitors. Map will also be available with a digital component so that it is not only in print form.

Motion was made by Director Spangler and seconded by Director Wilson to allow the Oroville Tourism Committee to utilize all Oroville zone marketing funds to the creation of the Oroville Area Attractions map as needed.

The motion carried by the following vote:

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

NOES: None

Abstentions: None

4.3 **CHICO TOURISM COMMITTEE UPDATE – presented by Analise Uhrig**

The Chico Tourism Committee met to discuss the current projects and any on the horizon for the remainder of the funds for 2021. After review of the State's plan to

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reopen with very little restriction, the committee felt that the QR program for restaurants would be a wasted effort and instead would like to allocate \$5,000 of that \$10,000 to reprinting the Bidwell Park maps. The Chico Chamber will pay the difference in the total invoice. At this time no other recommendation has been made for Chico Zone Marketing

A motion was made by Director Uhrig and seconded by Director Spangler to approve a \$5,000 allocation to reprint the Bidwell Park map.

The motion carried by the following vote:

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

NOES: None

Abstentions: None

**4.4 CONSIDERATION OF THE MOBILE VISITOR CENTER CONVERSION PLAN AND FUNDING APPROVAL**

The Board of Directors has already approved a \$150,000 budget for the purchase and outfitting of a mobile visitor center. At a special board meeting on May 6<sup>th</sup>, the Board approved the purchase of a 2021 Mercedes Sprinter Cargo Van. The conversion will need to be completed by a conversion company.

A motion was made by Director Pearson and seconded by Director Johansson to allow the Marketing Committee to continue the process and build out of the mobile visitor center not to exceed the already-approved budget of \$150,000 minus the cost of the vehicle.

The motion carried by the following vote:

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

NOES: None

Abstentions: None

**4.5 CONSIDERATION OF MOVING TO IN-PERSON BOARD MEETINGS BEGINNING JULY 8**

As the State of California expects to remove most COVID-19 related restrictions for businesses around the state, this Board is asked to consider moving back to in-person board meetings at the EBC main office with distancing and masking requirements in place.

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Board offered Denero direction to research a hybrid model for the July meeting. If possible, many would like to meet in person while a few are still hesitant.

5. **REPORTS AND COMMUNICATIONS**

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

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

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

6. **CLOSED SESSION – Board entered closed session at 1:42 p.m.**

**6.1 ANNUAL REVIEW OF EBC EXECUTIVE DIRECTOR CAROLYN DENERO AND CONSIDERATION OF ANNUAL BONUS STRUCTURE**

Board returned from closed session at 2:33 with the following action: Board offered Denero a 5% pay increase and follow up to create a bonus program for all staff.

7. **ADJOURNMENT**

Meeting was adjourned at 2:35 p.m.

Minutes respectfully submitted by Carolyn Denero.