

**Board of Directors**

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



**Advisory Board**

Victoria Anton, Oroville  
Melanie Bassett, Chico  
Evie Feldman, Paradise  
Chris Constantin, Chico  
Jennifer Leonard, Unincorporated  
Ben North, Oroville  
Melissa Schuster, Paradise  
Audrey Taylor, Unincorporated  
Heather Ugie, countywide

**EXPLORE BUTTE COUNTY REGULAR BOARD MEETING**

November 12, 2020  
Time: 12:00 p.m. – 2:00 p.m.

Join Zoom Meeting  
<https://us02web.zoom.us/j/87578176995>  
Dial in: 669-900-9128  
Meeting ID: 875 7817 6995

**AGENDA - DRAFT**

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

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of October 8, 2020

2.2 Approval of October 2020 financials

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 FROM THAD WALKER RE: COLBY MOUNTAIN PROJECT (10 minutes)**

*Strategic Goal: Strong Local Partnerships and Board Development*

Foundation funds were received to cover the cost of the trail layout and to develop promotional content. Thad is going to present the concept and potential for tourism business around the project.

**Recommendation:** *Informational only.*

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**4.2 PRESENTATION FROM DAN EFSEAFF RE: PARADISE RECREATION AND PARKS DISTRICT (10 minutes)**

*Strategic Goal: Strong Local Partnership*

Update on the trails planning the PRPD is working toward. Great tie into recreation and tourism.

**Recommendation:** *Informational only.*

**4.3 AD HOC ZONE MARKETING RECOMMENDATIONS – MULTIPLE**

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

At the October board meeting, an ad hoc zone marketing committee was convened to determine two things: 1) how to spend the current surplus of zone marketing, and 2) to develop a procedure to distribute zone marketing for future years. Committee minutes can be reviewed for insight of the whole meeting. The committee would like to make the following recommendations to the full board of directors:

**4.3A Recommendation:** *To take the balance of the zone marketing funds that have been collected and unspent in the past few years and split it completely in half to develop seed funding for two projects – a Butte County Film Commission and the Butte County wayfinding signage project. At the time of the meeting, each project would have a budget of \$68,674.62; this may be less based on additional allocation for items through the end of 2020. The projects will be funded effective January 1, 2020. The projects do not have secure zone marketing funding for future years and would be a consideration as a regular budget item in future years. All progress on each project will be brought to the board.*

**4.3B Recommendation:** *To allow each jurisdiction, through the power of a Brown Act, voting tourism committee, to plan the allocation and spending of their earned zone marketing dollars from the previous year. The following items were considered:*

- *There will be 4 tourism committees: Chico, Oroville, Paradise Ridge, and Gridley, to include Biggs and unincorporated areas;*
- *Each tourism committee will have a set voting committee to meet annually to develop a spending plan for the year;*
- *Each committee will be a Brown Act committee, per the MDP;*
- *Funds will be distributed by Explore Butte County but will be decided upon by the individual committees.*

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**4.3C Recommendation:** *To approve the full draft policy regarding the tourism committee as written, to be added to EBC's final policies.*

**4.3D Recommendation:** *To approve the appointment of people and/or institutions to comprise each jurisdiction's tourism committee.*

**4.4 AD HOC BUDGET COMMITTEE REPORT AND RECOMMENDATION**

The ad hoc budget committee met to review current financial position and create the draft 2021 budget for board approval. With only one meeting complete, the board is being asked to approve the program income estimates based on lodging budget estimates for 2021. The committee is recommending income to be on par with the original operating budget approved for the 2020 program year. The only addition will be income from the City of Gridley. A final and detailed budget will be presented for final approval at the regular January board meeting.

**Recommendation:** *To approve the 2021 projected program income to build the appropriate expenses.*

**4.5 MARKETING COMMITTEE REPORT**

The marketing committee met on October 28 to review program progress. There are 4 advertising campaigns being launched between November 4 and January 1, 2021. (Denero to review creative.) In addition, the committee approved a holiday lodging campaign to prepare swag bags to be given to guests checking in during the holidays. Staff will develop talking points for the front desk, but this is a surprise and delight activation during our typically slow shoulder season.

**Recommendation:** *No action required, reporting purposes only.*

**4.6 AD HOC TBID RENEWAL COMMITTEE REPORT**

The committee has been disbanded. November 1, 2020 officially marked the date the BCTBID is approved without any challenges. Denero is working with Civitas to finalize the contract between EBC and the County for the working relationship. The notification letter was distributed to all Butte County lodging the week of November 1, 2020

**Recommendation:** *No action required, reporting purposes only.*

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**4.7 AD HOC NOMINATIONS COMMITTEE REPORT***Strategic Goals: Board Development*

Per EBC bylaws, voting board members are nominated for 2-year terms, advisory members are nominated for 1-year terms. In March 2021, three voting seats are expiring:

<b>Name</b>	<b>Business</b>	<b>Jurisdiction</b>
Haroon Saddique	Best Western Paradise Hotel	Paradise
Kiran Paragji	Americas Best Value Inn Oroville	Oroville
Mohammad Billah (currently serving as board Treasurer)	University Inn	Chico
Vacant	Vacant	Unincorporated County

The voting seat for Unincorporated County is still vacant and has never been filled. The board should consider reviewing the current bylaws to change the Unincorporated voting seat to specifically include Gridley and Biggs as they are specific jurisdictions participating but not requiring a full voting seat.

In March 2021, all advisory seats expire and any vacant seats are available to be filled:

<b>Name</b>	<b>Business</b>	<b>Jurisdiction</b>
Victoria Anton	Feather River Recreation District	Oroville
Ben North	Brushstrokes	Oroville
Melanie Bassett	Downtown Chico Business Assn.	Chico
Chris Constantin	City of Chico	Chico
Jennifer Leonard	Almendra	Unincorporated
Audrey Taylor	Everybody Healthy Body	Unincorporated
Melissa Schuster	Town of Paradise	Paradise
Evie Feldman	Blue Team Realty	Paradise
Heather Ugie	Chico Chamber of Commerce	countywide
Vacant	Vacant	countywide

**Recommendation:** *No action required, reporting purposes only.*

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**5. REPORTS AND COMMUNICATIONS**

**5.1 EXECUTIVE DIRECTOR REPORT** *Carolyn Denero*

**5.2 ITEMS FOR JANUARY BOARD MEETING**

- Board Suggestions

**6. ADJOURNMENT**

Next regular board meeting is scheduled for January 14, 2020.