

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

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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

September 10, 2020
Time: 12:00 p.m. – 2:00 p.m.

Zoom: <https://us02web.zoom.us/j/89521248542>

Dial in: 669-900-9128
Meeting ID: 895 2124 8542

AGENDA – FINAL

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, all voting board members will be asked to report individually.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of May 14, 2020

2.2 Approval of August 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 CONSIDER PARTNERING WITH SEESOURCE FOR ACCESS TO DATA IN ORDER TO INFORM MARKETING DECISIONS AND ELEVATE EBC AS AN INFORMATION SOURCE FOR PARTNERS AND JURISDICTIONS

Presentation – Candie Perkins, See Source

Strategic Goal: Strong Local Partnerships and Data Management

EBC’s board of directors has agreed that strong local partnerships and data management are strategic goals for the coming year. When evaluating the value we can bring to our local jurisdictions, local legislators, and business partners it can be

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done with data. By investing in data, we would be able to analyze and report about things such as: visitor and their profile, visitor spending, most popular attraction and how long people stay, marketing campaign results, and competitor data. That information would help us understand who our target market is for marketing and also allow us to share that type of information with those hoping to invest in tourism business, leading to an increase in confidence in investing in the area.

Recommendation: *To partner with a data company in order to analyze past and current visitor trends and data. (Board direction to be given on start date and plan.)*

4.2 CONSIDERATION OF CREATING A NEW ZONE MARKETING POLICY THAT WOULD GIVE THE PLANNING AND REPORTING TO EACH INDIVIDUAL JURISDICTION

Strategic Goal: Strong Local Partnership

Ten percent of TBID collected by EBC each year is specifically earmarked for zone marketing which could be used for marketing each jurisdiction specifically, following the same guidelines mandated in EBC's management district plan. Originally a comprehensive grant program was built to distribute the funds, but it was a cumbersome project and based on results people did not understand what EBC was asking for. The online application and process was shortened, the timeline for applications was removed, and only 2 applications for more than \$5,000 have been received in 2020. The BOD granted Denero the ability to grant funds to organizations if they meet zone marketing criteria and the request is \$5,000 or less.

The current process is not working and since zone marketing was built into the renewal application EBC needs a better way to allocate and spend this budget item. One idea would be to create a jurisdiction-specific committee with at least one EBC hotel board member, to develop an annual plan for spending zone marketing.

Recommendation: *To convene an ad hoc zone marketing committee to redevelop the zone marketing program that would include designating a specific group to oversee the planning and spending of zone marketing per jurisdiction, to begin in 2021. Items to be included in the new program should include: Brown Act compliance, organizations that need to be involved, designation of a Chairperson for each committee, meeting frequency, limitations on spending, reporting and results. Draft to be presented at November 2020 board meeting.*

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4.3 CONSIDERATION OF SPENDING PLAN FOR CURRENT ZONE MARKETING

Strategic Goal: Strong Local Partnerships & Build Brand Awareness

Currently there is \$147,349.23 in the entire zone marketing fund; \$118,038.35 Chico, \$28,620.14 Oroville, \$0 Paradise, \$690.74 Unincorporated. As previously mentioned, the process for spending the money is not working. If the Board approves item 4.2, a plan should be developed for spending the current zone marketing. Denero would like the Board to consider splitting that budget in two and dedicating it to 1) wayfinding signage, to begin with trail signage, and 2) building of a countywide film commission.

Recommendation: *To appoint this task to an ad hoc zone marketing committee to develop a plan for allocating the current zone marketing funds to spend them as soon as possible.*

4.4 MARKETING COMMITTEE REPORT. CONSIDERATION OF HIKE BUTTE PASS.

The marketing committee has been working on two projects: brand work and recovery campaigns.

Strategic Goal: Build Brand Awareness

The July committee meeting was dedicated to a brand voice and tone exercise (outcome attached) led by PorterCo. This was the first step in finalizing the EBC brand materials. The committee is now working on brand promise.

The August committee meeting focused on the launch of a Hike Butte Pass, a 12-15-month campaign gamifying visitation to more than 40 hikes in Butte County. This will be an always-on campaign targeting Butte County locals for the first 3 months followed by drive market campaigning beginning January 1. Total budget is \$136,000 which would be from the \$300,000 allocated during the May meeting to recovery initiatives. The program will be run through third-party Bandwango, will offer limited edition swag giveaways, hike 101 how-to videos, 2 marketing campaigns. Legal counsel was sought and EBC's attorney recommended that the board approve the campaign because of the potential for any liability claims.

Recommendation: *To approve the Hike Butte Pass campaign, not to exceed a budget of \$136,000 running October 1, 2020 through December 31, 2021.*

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4.5 MARKETING COMMITTEE MEMBERS

The marketing committee is a standing committee who reviews and discusses the current marketing efforts of EBC. Meetings are the last Wednesday of each month from 12:00 – 1:00. Committee members are often sent emails regarding thoughts and feedback on marketing initiatives and opportunities.

Recommendation: *Ask for participation for the marketing committee through March of 2021, at which time incoming directors and advisors can participate.*

4.6 AD HOC TBID RENEWAL COMMITTEE REPORT

The first step of noticing the Butte County Board of Supervisors that lodging in Butte County would like to continue the TBID for another 10 years was passed on the consent agenda on August 11, 2020. President Spangler, Denero, and Civitas representative were all at the virtual meeting and no questions were asked. Immediately after the meeting the required 45-day noticing to lodging began and information was mailed to all Butte County properties giving them the ability to support or appeal the decision. The formal hearing will be on September 15; all board members and advisors should plan to attend to speak to approving the MDP. Final approval of the Resolution of Formation is scheduled for Tuesday, September 29. In the meantime, the City of Gridley will be considering joining the program on Monday, September 21. We need all lodging in Gridley to write in letters of support. Other tourism-related business should also support the program.

Recommendation: *No recommendation, reporting purposes only.*

4.7 CONVENE AD HOC BUDGET COMMITTEE TO PREPARE 2021 BUDGET

With the new board member schedule of every other month, the final board meeting of 2020 will be in November. The budget for 2021 needs to be completed and reviewed. Discussion – are there any big-ticket items directors or advisors think EBC needs to address in 2021?

Recommendation: *Convene ad hoc budget committee for the purpose of creating the 2021 budget. Chairperson needs to be designated.*

4.8 CONVENE AD HOC NOMINATIONS COMMITTEE TO RECRUIT AND PREPARE SLATE OF NOMINATIONS FOR BOARD SEATS EXPIRING IN MARCH 2021

Strategic Goals: Board Development

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Current board policy for nominations dictates an ad hoc nominations committee be formed during the September board meeting. Full policy and timeline attached.

Recommendation: *Convene ad hoc nominations committee to recruit and prepare slate of nominations for board seats expiring in March 2021.*

4.8 CONSIDERATION OF LETTER OF SUPPORT FOR PARADISE RECREATION AND PARKS DISTRICT

Strategic Goals: Strong Local Partnerships

Paradise Recreation and Parks District is seeking a grant from the Sierra Nevada Conservancy for connected trails work to be done on the Paradise Ridge. They have identified EBC as a strategic partner, particularly for tourism marketing. As part of the grant proposal a letter of support is required.

Recommendation: *Approve letter of support for PRPD’s grant proposal as attached, to be signed by board president.*

4.9 CONSIDERATION OF POLICY ALLOWING TYPICAL LETTERS OF SUPPORT TO BE APPROVED BY DESIGNATED COMMITTEE

Current EBC policy requires any and all letters of support to be presented to the full board, as the full board must make decisions on behalf of the board. Oftentimes this disallows EBC from supporting something because the support letter has a specific deadline. Instead, would the board considering designating a sub-committee who have the oversight to review the requests and make decisions on behalf of the board? By law, this would be a Brown Act committee, but could be convened when necessary to review the requests.

Recommendation: *To designate a board committee to review support letter requests and answer on behalf of the full board.*

4.10 CONSIDERATION OF FINALIZING STRATEGIC PLAN

During the designated July board meeting the group met instead to complete a strategic planning session. The draft goals and plan were distributed to the full group, but at this time we should review the goals and determine who would like to be on any team or sub-goal. Based on feedback, staff would like the board approval to finalize the plan.

Recommendation: *To finalize the 2020-2021 draft strategic plan. (Note any changes that need to be made.)*

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5. REPORTS AND COMMUNICATIONS

5.1 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

- Operating Budget Update
- CPPA law update
- Aaron Stewart Contract
- SCWA

5.2 ITEMS FOR NOVEMBER BOARD MEETING

- Presentation from Paradise Recreation & Parks District
- 2021 Budget Review and Approval
- 2021 Marketing Plan Review and Approval
- Recommendations?

6. ADJOURNMENT

Next regular board meeting is scheduled for November 12, 2020.