

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
Sarah Boesen, Chico
Jennifer Leonard, Unincorporated
Holly Jorgensen, Oroville
Melissa Schuster, Paradise
Marci Shadd, Biggs

EXPLORE BUTTE COUNTY BOARD MEETING

September 9, 2021
Time: 12:00 – 2:00 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/89384640251?pwd=eVA2eEwyWEFSL1hPWi9oODRRN3BVUT09>

Meeting ID: 893 8464 0251
Passcode: 765490

Dial by your location
+1 669 900 9128 US (San Jose)

AGENDA

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 from July 8, 2021

2.2 Approval of July and August 2021 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 UPDATE ABOUT MUSEUMS, ARTS & CULTURE IN BUTTE COUNTY – Pat Macias (monca)

Presentation about the current state of museums and cultural centers in and around Butte County.

No action requested.

4.2 CONSIDERATION OF FISCAL POLICY AND PROCEDURE UPDATES

Denero met with Directors Spangler and Wilson, and EBC’s CPA, Holly Pladson, to review current financials and fiscal policies and procedures. After discussion, various

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recommendations were made to ensure transparency and historical decisions/data. This is the list of action items/recommendations:

- Keep the financials on a calendar year; no need to transition to a July 1 fiscal year. This has been working for EBC and there have been no requests or concerns from jurisdictions.
- Prior to 2022, pay for CPA to purchase the non-profit version of Quickbooks so that the financial reports are specific to EBC as a non-profit with the correct nomenclature. This is particularly important for any future funding or grants. Reporting will look very similar to current financials; annually at new board member orientation we will review financials.
- Footnotes need to be enabled with current financials so all historic decisions can be documented and referred to.
- Addition of previous years' carry over funds to break out of budgets to see where the funds were earned and where they are spent, particularly for the item where they are spent.
- Create a policy for annual 990 review. Should be done by committee and with all information reviewed prior to final approval and submission.

Recommendation: *No recommendation, informational purposes only.*

4.3 CONSIDERATION OF CANCELING THE CERTIFIED TOURISM MARKETING PROGRAM

In 2018, EBC invested in the Certified Tourism Ambassador program licensed by the Tourism Ambassador Institute. It is a robust program that creates the tools to train front-line staff as the ambassadors for the destination. Fires and the pandemic have significantly hampered our ability to sell the program and it is apparent that our destination is not ready for this level of engagement yet. Our license expires in October, and we can cancel the program, saving near \$20,000 per year in licensing fees, rental fees and program support, not including staff time.

Recommendation: *To formally resign from the CTA program effective immediately. Explore Butte County team will work to identify how to connect with visitor-serving front-line staff.*

4.4 CONSIDERATION OF ALLOCATING \$10,000 TO MARKETING THE CHICO ICE RINK – Analise Uhrig

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

The City of Chico is spearheading an effort to install a temporary outdoor ice rink in the City Plaza for about 8-weeks between November – January. The City is working with the DCBA to manage the plan and the activation, and at the time of the committee meeting a marketing plan had not been developed. It was recommended that zone marketing be used to create a marketing campaign to promote the rink for the season.

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Recommendation: *To assign \$10,000 to a marketing campaign to promote visitation to the Chico ice rink and the surrounding Downtown businesses during the winter season.*

4.5 CONSIDERATION OF ASSIGNING UNRESTRICTED FUNDS TO THE BRAND REFRESH PROJECT

The Explore Butte County brand, logo, marks, voice, etc., were created and launched in 2017. Since then, marketing has been deployed and analyzed and the marks and usages do not resonate with our audience the way it was anticipated it would. Anecdotally, we are consistently confused for the County of Butte not the tourism brand. The Marketing Committee has reviewed a scope of work that would allow us to use the learnings from the past few years to refresh the visitor-facing brand and develop, where applicable, a new logo, fonts, colors, tone and voice, key brand messages and a new brand style guide. Timing would align with the launch of the Mobile Visitor Center and updated style to the website. The project is estimated to cost \$55,000.

Recommendation: *To approve the brand refresh project to begin immediately and to not exceed the budget of \$55,000, assigned from unrestricted assets.*

4.6 CONSIDERATION OF ARPA PROPOSAL DRAFTS

The American Rescue Plan Act (ARPA) is another round of federal stimulus deployed to combat the negative affects of COVID on our communities. Both the City of Chico and Butte County are entitlement zones and respectively received millions of dollars that will be allocated to various projects. ARPA specifically spells out travel and tourism as an industry that can be supported for recovery efforts and both jurisdictions have reached out to collaborate on initiatives that would support the Butte County travel economy. As the discussions evolved, both jurisdictions have pre-approval to move forward with a plan that could fund projects to be managed by EBC. This Board is being asked to consider the project proposals and discuss.

Recommendation: *To consider the proposals, their impacts on the travel economy, their impacts on EBC staff, and provide direction. Staff is also seeking pre-approval of the program outlines to move forward if the time comes.*

4.7 CONSIDERATION OF AMENDING EBC BYLAWS TO ACCOUNT FOR DMMO CHANGES

As EBC has determined thru the renewal of the district, the next 10 years will move the organization into a leadership role for the travel and tourism industry within Butte County. There will be new opportunities for funding streams to accomplish projects that will support lodging, recreation, infrastructure and more. A lot of this work relies on cooperation and partnership with the jurisdictions where the work will be done. This may be the time to consider amending the bylaws to include an appointed position from each jurisdiction to serve as on the Advisory Board to be involved and garner continued interest in moving travel and tourism forward.

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Recommendation: *Amending bylaws as presented to allow for all jurisdictions to have guaranteed representation on the EBC Advisory Board.*

4.8 CONSIDERATION OF NORTH TABLE MOUNTAIN ECOLOGICAL RESERVE PROJECT FOR 2022

As EBC moves into the DMMO role, opportunity for destination management is being identified. There is an opportunity to work with California Department of Fish & Wildlife to supplement work being done on Table Mountain to:

- offer a better, more informed, visitation experience during wildflower season,
- invest in signage,
- support trash and facilities maintenance
- post the mobile visitor center at the park entrance each weekend during wildflower season, to both speak with visitors, educate them, and offer respite for the CDFW staff on site
- create and/or fund a shuttle schedule to reduce the traffic along the road to Table Mountain

Staff is seeking direction from Board on identifying this project as one to be added to the priority project list for 2022. If so, staff will work on a plan and budget to be presented at the November board meeting for approval and implementation.

Recommendation: *To direct staff to further investigate what a Table Mountain project/partnership could look like and create a project outline, timeline, and budget for review at the November board meeting.*

5. REPORTS AND COMMUNICATIONS

5.1 MARKETING COMMITTEE REPORT

5.2 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

5.3 ITEMS FOR NOVEMBER BOARD MEETING *Board Suggestions*

6. ADJOURNMENT

Next regular board meeting is scheduled for November 11, 2021.