

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)



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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

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 was called to order at 12:01 pm by President Spangler.

Present- Directors: Spangler, Isenberg*, Uhrig, Billah, Johansson. Advisors: Anton, Bassett, Boesen, Leonard, Schuster, Shadd.

Absent – Directors: Wilson, Saddique, Pearson. Advisors: Curtis, Jorgensen

Guests – Kathryn Mathes City of Chico, Katie Simmons Butte County EOC Liaison, Jennifer Macarthy City of Chico, Shelly James PorterCo Agency, Tami Travis PorterCo Agency, Lynda Gizzi City of Chico, Pat Macias monca, Lori Porter PorterCo Agency

Staff: Denero, Baer, Salas.

*Left early

In order to have a quorum for action items agenda items were rearranged and discussed in the following order: 4.3, 4.4, 4.5, 4.6, 4.8, 4.2, 4.7, 4.1

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes from July 8, 2021

2.2 Approval of July and August 2021 financials

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

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Johansson.

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.

No public comment

4. **REGULAR AGENDA**

4.1 UPDATE ABOUT MUSEUMS, ARTS & CULTURE IN BUTTE COUNTY

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

Update given by Pat Macias from monca. She sent a survey to 22 local organizations and received 8 responses – a lot of centers are still closed. No action required.

4.2 CONSIDERATION OF FISCAL POLICY AND PROCEDURE UPDATES

The BOD was updated on financial policies and procedures that will be updated in the coming months, to include:

- 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.
- 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.
- Create a reserve account for the Management District Plan required contingency.

No recommendation, informational reporting 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

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program, saving near \$20,000 per year in licensing fees, rental fees and program support, not including staff time.

A motion was made by Director Johansson and seconded by Director Billah to resign from the CTA program effective immediately, leaving the option open for re-engagement at a later date.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Billah, Johansson, Uhrig

NOES: None

ABSTENTIONS: None

4.4 CONSIDERATION OF ALLOCATING \$10,000 TO MARKETING THE CHICO ICE RINK – Presented by Jennifer Macarthy

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.

A motion was made by Director Isenberg and seconded by Director Billah to assign \$10,000 to a marketing campaign to promote visitation to the Chico ice rink and the surrounding Downtown businesses, if and when the Chico City Council does approve the attraction.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Billah, Johansson, Uhrig

NOES: None

ABSTENTIONS: None

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.

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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.

A motion was made by Director Johansson and seconded by Director Spangler to approve the brand refresh project to begin immediately and to not exceed the budget of \$55,000, assigned from unrestricted assets.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Billah, Johansson, Uhrig

NOES: None

ABSTENTIONS: None

4.6 CONSIDERATION OF ARPA PROPOSAL DRAFTS

The American Rescue Plan Act (ARPA) is another round of federal stimulus deployed to combat the negative effects 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.

A motion was made by Director Spangler and seconded by Director Isenberg to approve the project proposals and continue to research their impacts on the travel economy, their impacts on EBC staff, and provide direction.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Billah, Johansson, Uhrig

NOES: None

ABSTENTIONS: None

4.7 CONSIDERATION OF AMENDING EBC BYLAWS TO ACCOUNT FOR DMMO CHANGES

Item was tabled, no longer have a quorum.

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:

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- 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.

A motion was made by Director Isenberg and seconded by Director Johansson to approve the further investigation of what a Table Mountain project/partnership could look like and create a project outline, timeline, and budget for review at the November board meeting.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Billah, Johansson, Uhlig

NOES: None

ABSTENTIONS: None

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**

Meeting was adjourned at 1:38pm

Minutes respectfully submitted by Alicia Salas.