



# Explore Butte County Board of Directors

Special Meeting  
Wednesday, February 7, 2018  
9:00 am – 9:30 am

**Meeting Location:**  
Holiday Inn Express & Suites  
550 Oro Dam Blvd, Oroville  
OR

**Conference Call In:**

**Dial-in number:** (515) 739-1448 - United States

**Access code:** 353465

**Click to join** [join.freeconferencecall.com/carolyn462](http://join.freeconferencecall.com/carolyn462)

## Members of the Board

Bruce Spangler, President (Oroville)  
Brooke Smith, Vice President (Chico)  
Dori Franklin, Secretary (Chico)  
Jennifer Macarthy, Treasurer (At Large)  
Kiran Paragji, America's Best Value Inn (Oroville)  
Nicole Johansson, Sierra Oro Farm Trail (At Large)  
Haroon Saddique, Best Western Paradise Hotel(Paradise)  
Mohammad Billah, Hotel University (Chico)  
Vacant, Unincorporated County (Unincorporated)

## Advisory Positions

Pamela Teeter, Paradise Chamber (Paradise)  
Scott Stoller, Silver Dollar Fair (Chico)  
Heather MacDonald, Butte County (Unincorporated)  
Debbie Collins, City of Chico (Chico)  
Melissa Schuster, Town of Paradise (Paradise)

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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. 9:00 a.m. – Meeting called to order**

**2. Roll Call**

Bruce Spanler – present  
Brooke Smith – present  
Dori Franklin – present (via conference line)  
Jennifer Macarthy – present  
Kiran Piragji – absent  
Nicole Johansson – present (via conference line)  
Haroon Saddique – present (via conference line)  
Mohammad Billah – present (via conference line)  
Pamela Teeter – absent  
Scott Stoller – absent  
Heather MacDonald – present (via conference line)  
Debbie Collins – present (via conference line)  
Melissa Schuster – present (via conference line)

Others present:

Casey Hatcher, County of Butte (via conference line)  
Carolyn Denero, EBC

**3. Special Agenda**

- a. Review of The Abbi Agency Contract: The marketing committee met last week to discuss the progress of activities by TAA. There have been many shortcomings with the amount of money allocated to the projects they have been working on. Review of spreadsheet with many issues/errors. Most of the projects that are worked on require a lot of revisions and don't impress the marketing committee. The project has been tedious with a group that isn't the best partner for what EBC needs. Advisor Schuster – she is

confident that the marketing committee is making the right call. All indications point to the fact that EBC should cancel the contract and move on.

- i. Recommendation to cancel contract.

**MOTION** to cancel the current contract with The Abbi Agency, giving them 30 days' notice as required. (Motion: Smith; Second: Johansson). Roll call: Spangler – Aye, Smith – Aye, Franklin – Aye, Macarthy – Aye, Johansson – Aye, Saddique – Aye, Billah – Aye. Ayes 7, No 0, Abstain 0. Passed 7-0.

Additional comments: TAA has been given more than a second chance and things were still missing. Make sure to follow up with Carl Ribaud to let him know what is happening. Might be a good time to ask Porter CO if they could help EBC.

The contract termination letter will be sent to the board of directors for review; it has already been reviewed by EBC's attorney.

- b. Request for Proposal

- i. Recommendation to approve and post advertising RFP: Draft Advertising Services RFP was included in board packet for review. The RFP would be created to work with an advertising agency for creative and ad buying. It would not be inclusive of all the elements TAA had been working on. Reviewed a few questions had by board and advisors. Notes taken for revisions.

**MOTION** to approve the RFP with revisions as noted during the meeting. (Motion: Macarthy; Second: Johansson). Roll call: Spangler – Aye, Smith – Aye, Franklin – Aye, Macarthy – Aye, Johansson – Aye, Saddique – Aye, Billah – Aye. Ayes 7, No 0, Abstain 0. Passed 7-0.

- c. San Francisco Chronicle – purchasing recommendation

Recommendation to approve contract for service to cover SF Chronicle and may include creative assets: Because of the very short deadline to collect, organize, and produce the piece for the SF Chronicle, the marketing committee would like to request permission from the full board to make purchasing decisions for elements to make the piece successful. At this point EBC has 2 proposals for the work and needs one more per the purchasing policy. **MOTION** to give the marketing committee authority to move forward with an agency for the SF Chronicle story development in line with approved purchasing policy. (Motion: Spangler; Second: Johansson). Roll call: Spangler – Aye, Smith – Aye, Franklin – Aye, Macarthy – Aye, Johansson – Aye, Saddique – Aye, Billah – Aye. Ayes 7, No 0, Abstain 0. Passed 7-0.

## Adjournment

Meeting adjourned at 9:45 a.m.

Minutes respectfully submitted by Carolyn Denero.