

Board of Directors

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 Kelsey Torres (Chico)
 Melissa Schuster (Paradise)

SPECIAL EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – 11/28/18

Butte County Associations of Governments, Board Room
 326 Huss Drive, Chico
 10:45 a.m. – 12:30 p.m.

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 Introductions

2. **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.

3. **REGULAR AGENDA**

3.1 **DISCUSSION ABOUT THE CURRENT STATE OF AFFAIRS OF EBC STAKEHOLDERS**

Given the immense impact the Camp Fire has had on the entire Butte County community, the Board would like to hear what their counterparts in lodging and other visitor-serving businesses are dealing with right now. The Board would like to hear from those attending the meeting who would like to offer information about their short and long-term planning and how EBC can assist sharing that message.

Recommendation: *The EBC Board of Directors will hear from and participate in the discussion around the Camp Fire. If there are any recommendations for how EBC should respond, it will be researched and added to the December 13, 2018 regularly scheduled meeting for consideration.*

3.2 **CONSIDERATION OF ALLOCATING ZONE MARKETING FUNDS TO ASSIST PARADISE CHAMBER WITH REBRANDING AND MARKETING**

The Paradise Ridge Chamber of Commerce has relocated to the Chico Chamber offices and is operating from there. The US Chamber of Commerce has reached out to offer consultation and assistance, and advice was given to rebrand the Paradise Ridge Chamber as the one-stop information resource for Paradise Ridge businesses to find the resources they need to rebuild, and to promote the stories of those businesses who have been displaced and are still working in a neighboring community, among other things. The

Paradise Ridge Chamber has reached out to EBC to ask for assistance in the rebranding and marketing of that message.

Recommendation: *To allocate current balance and 2018 contributions of the Paradise Zone Marketing dollars to engage and work with Porter Co on behalf of, and with, the Paradise Ridge Chamber of Commerce. Work to include planning strategy and brand position as well as advise how to edit the website to meet the new goals.*

3.3 CONSIDERATION OF THE 2019 DRAFT BUDGET

The Budget Committee met on November 1, 2018 to review the information for building the 2019 budget. Items that were considered: program income, line item and categories, and plan for spending reserves. Because the November 8, 2018 board meeting was canceled due to the fire, the Board is being asked to provide direction at this special meeting so a budget can be approved at the December 13 regularly scheduled meeting.

Recommendation: *To provide final direction to the Budget Committee regarding:*

- *Budget line item detail*
- *Allocating reserves to be included in the 2019 budget and create a negative net income*

4. **ADJOURNMENT**

The next regularly scheduled meeting: December 13, 2018 at 1:00 pm