



2022 BOARD OF DIRECTORS

Bruce Spangler, President
Lake Oroville Holiday Inn Express
& Suites, Oroville

Mohammad Billah, Vice President
University Inn, Chico

Jasmin Wilson, Treasurer
Dahl’s Motel, Oroville

Nicole Johansson
Sierra Oro Farm Trail, Secretary

Jennifer Leonard
Almendra Winery & Distillery,
Durham

Ashley Limon
Oxford Suites, Chico

Haroon Saddique
Best Western Paradise Hotel,
Paradise

Tamba Sellu
Courtyard by Marriott, Chico

ADVISORY BOARD

Dani Aalfs, Lake Oroville Marinas
Victoria Anton, Feather River Recreation
and Park District

Sarah Boesen, Chico Chamber of
Commerce

Woody Culleton, Paradise Performing
Arts Center

Ev Duran, UTB Studios

Holly Jorgensen, Sacramento River
Watershed Project

Jennifer Macarthy, City of Chico

Tamara Maxey, Gold Nugget Museum

Debbie Moseley, Paradise Chocolate Fest

Dawn Nevers, City of Oroville

John Pearson, Pearson Collaborative Project

Brett Sanders, 3CORE

Melissa Schuster, Paradise Chamber of
Commerce

Marci Shadd, The Colonia Building

Katie Simmons, Butte County Administration

Audrey Taylor, Downtown Chico Business
Association

EXPLORE BUTTE COUNTY BOARD MEETING

January 12, 2023
Time: 10:00 am – 12:00 pm

326 Huss Drive
Chico, CA 95928
Board Room
OR

Via Zoom Link – NO VIDEO

[https://us02web.zoom.us/j/86144859495?pwd=RTZmQXo0SmtJan
dlaXIMakNkayt2Zz09](https://us02web.zoom.us/j/86144859495?pwd=RTZmQXo0SmtJan
dlaXIMakNkayt2Zz09)

Meeting ID: 861 4485 9495

Passcode: 172806

Phone: +1 669 900 9128

AGENDA

MISSION: Explore Butte County inspires people to visit Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy making Butte County THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Exploration. Stewardship. Equity. Inclusion. Fun.

1. Call to order.
2. **CONSENT AGENDA**
 - 2.1 Approval of Board Meeting Minutes from November 10, 2022
 - 2.2 Approval of November and December 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 INTRODUCTION OF NEW EXECUTIVE DIRECTOR, NICHOLE FARLEY

The Recruitment Committee made a hiring decision and Nichole Farley is the new Executive Director for Explore Butte County.

Recommendation: *No recommendation, information only.*

4.2 REVIEW OF 2023 BUDGET (Jasmin Wilson)

Review of proposed 2023 Budget.

Recommendation: *No recommendation, update on progress.*

4.3 CHICO TOURISM COMMITTEE UPDATE (John Pearson)

General update on activity of the Chico Tourism Committee.

Recommendation: *No recommendation, reporting only*

4.4 OROVILLE TOURISM COMMITTEE UPDATE (Amber Miland)

General update on activity of the Oroville Tourism Committee.

Recommendation: *No recommendation, reporting only.*

5. **COMMUNICATIONS AND REPORTS**

5.1 ARPA PROJECT UPDATES (John Pearson)

- Travel Chico
- Wayfinding Signage Master Plan
- Special Event Support Grant (summary included in packet)

5.2 MARKETING & EVENTS UPDATE (Ashley Baer & Alicia Salas)

2022 Year in Review of marketing activities and an update on first quarter 2023 campaigns and events.

5.3 NOMINATING COMMITTEE (Bruce Spangler)

Nominating committee update on outreach for the 2023 Board and Committee appointments. Appointments will be confirmed at the annual business meeting.

5.4 ANNUAL BUSINESS MEETING (Bruce Spangler)

The annual business meeting will take place on March 09, 2023 at 12 pm.

6. **CLOSED SESSION** - None

7. **ADJOURNMENT**

Next regular board meeting is scheduled for March 09, 2023. This is the annual business meeting.



EXPLORE BUTTE COUNTY

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