



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

March 09, 2023
Time: 12:00 pm – 2:00 pm

326 Huss Drive
Chico, CA 95928
Board Room

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. **PUBLIC COMMENT**

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to three (3) minutes per speaker. The Board may not take any action on public comment.

3. **CONSENT AGENDA (5 min)**

3.1 Approval of [Board Meeting Minutes from January 12, 2023](#)

3.2 Approval of [January 2023 Financials](#)

3.3 Approval of [February 2023 Financials](#)

3.4 Approval of [annual photography contract renewal with Watershed Media](#)

3.5 Approval of [annual contract for research and data with Zartico](#)

3.6 Approval of [2023 Employee Handbook](#)

3.7 Approval of [Records Retention Policy](#)

4. **REGULAR AGENDA**

4.1 2023 OPERATION BUDGET (Nichole Farley) (15 minutes)

[Presentation of proposed 2023 Budget.](#)

Recommendation: *Approve the 2023 Explore Butte County budget and Chico Tourism Committee budget as presented, effective January 1, 2023.*

4.2 2023 TBID ANNUAL REPORT (Nichole Farley) (10 minutes)

Consider the [2023 TBID Annual Report](#). The TBID annual report is a forward looking and required to be submitted to the County Clerk per Streets & Highways code 36600.

Recommendation: *Approve the 2023 TBID Annual Report and submit to the Butte County Clerk.*

4.3 RESERVE & INVESTMENT POLICY (Nichole Farley) (10 minutes)

Consider a [Reserve & Investment Policy](#), which outlines operation funds, short-term reserve funds, and long-term reserve funds.

Recommendation: *Adoption of the Reserve & Investment Policy.*

4.4 EMPLOYEE BONUS & INCENTIVE POLICY (Nichole Farley) (5 minutes)

Consider an [Employee Bonus & Incentive Pay Policy](#) which will outline how Explore Butte County may distribute bonuses to employees. This policy clarifies how we choose which employees to reward and how we calculate bonus amounts.

Recommendation: *Adoption of the Employee Bonus & Incentive Pay Policy.*

4.5 2023 BOARD OF DIRECTORS & ADVISORS (Bruce Spangler) (10 minutes)

For consideration, the Nominating Committee presents a slate for [2023 - 2025 Board of Directors seats and 2023 Advisors](#) positions for election.

Recommendation: *Approve the proposed slate for the 2023 Board of Directors and Advisors.*

4.6 OFFICER APPOINTMENTS (Bruce Spangler) (10 minutes)

The President and Vice President shall be elected for a term of one (1) year or until their successors are elected and qualified. The Secretary and Treasurer shall be elected for a term of two (2) years or until their successors are elected and qualified.

Recommendation: *Appointment of President and Treasurer.*

4.7 EXECUTIVE COMMITTEE CREATION & APPOINTMENT (Bruce Spangler) (10 minutes)

Consideration of a [resolution to create an Executive Committee](#) of the Board. It is proposed that an Executive Committee be made up of no more than three Board of Directors, two members shall be the President and Treasurer. All members shall be lodging businesses paying into the Butte County Tourism Business Improvement District.

Recommendation: *Adoption of the Executive Committee Resolution. Appointment of Executive Committee members.*

5. **COMMUNICATIONS AND REPORTS**

Committee Reports shall be limited to five (5) minutes unless otherwise noted on the agenda.

5.1 CHICO TOURISM COMMITTEE (John Pearson)

- Chico Tourism Committee budget recommended for approval in Agenda 4.1 2023 OPERATION BUDGET.
- Upcoming Chico event sponsorship and committee activity update.

5.2 OROVILLE TOURISM COMMITTEE (Amber Miland)

- Upcoming Oroville event sponsorship and committee activity update.
- Proposed budget for the Oroville Tourism Committee will be presented for approval at the May Board Meeting. Budget may be approved by the Executive Committee if funds need despered before the May Board Meeting.

5.3 ARPA PROJECT UPDATES (John Pearson)

- Travel Chico
- Wayfinding Signage Master Plan

5.4 MARKETING & EVENTS UPDATE (Ashley Baer) (10 minutes)

- [Fall Marketing Campaigns](#)
- [2022 Social Media Annual Report](#)

5.5 BOARD RETREAT & STRATEGIC PLANNING SESSION (Nichole Farley) (5 minutes)

We will be having a special meeting on Thursday, April 13 in Durham at The Colonia Building. This special meeting will be a board retreat, including a strategic planning session with Matthew Landkramer of Whereabout. Please take the following [Explore Butte County Strategic Planning Survey](#) (<https://www.surveymonkey.com/r/ExploreButteStrategy>) in by March 15, 2023.

6. **CLOSED SESSION** - None

7. **ADJOURNMENT**



EXPLORE BUTTE COUNTY

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A special meeting is scheduled for April 13, 2023 from 9 am - 4 pm.

Next regular board meeting is scheduled for May 11, 2023 at 12 pm.

This is the annual business meeting.

[Explore Butte County Bylaws](#)

[Butte County TBID Management District Plan 2020-2030](#)