



2023 BOARD OF DIRECTORS

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

Nicole Johansson, Secretary  
Sierra Oro Farm Trail

Tamba Sellu, Treasurer  
Courtyard by Marriott, Chico

Ashley Limon  
Oxford Suites, Chico

Kate Pinsonneault  
Hotel Diamond, Chico

Melissa Schuster  
Chapelle de L'Artiste Château &  
Retreat, Paradise

Jennifer Owens  
CSU Chico University Farm

ADVISORY BOARD

Victoria Anton, Feather River  
Recreation and Park District  
Ev Duran, UTB Studios  
Patricia Macias, Museum of  
Northern California Art (monca)  
Debbie Moseley, Paradise  
Chocolate Fest  
Todd Sankman, CHA, CHDT,  
DoubleTree by Hilton  
Marci Shadd, The Colonia Building

Audrey Taylor, Downtown Chico  
Business Association  
Megan Gaddis, Chico Chamber of  
Commerce  
Eric Smith, Oroville Chamber of  
Commerce  
Monica Nolan, Paradise Chamber  
of Commerce

Katie Simmons, Butte County  
Administration  
Jennifer Macarthy, City of Chico  
Dawn Nevers, City of Oroville  
Collette Curtis, Town of Paradise

EXPLORE BUTTE COUNTY

BOARD MEETING

May 11, 2023  
Time: 12:00 pm – 2:00 pm

326 Huss Ln, Building E - Board Room, Chico, CA 95928

[Supporting Documents](#)

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.

BRAND POSITION: The Explorer - Adventurer, Pioneer, Seeker, Open-minded, Resourceful, Tolerant, Ambitious, Down to Earth, Authentic, Determined, Outdoorsy

1. CALL TO ORDER (Bruce Spangler)  
Reading of our Mission, Vision, Values, and Brand Position
2. PUBLIC COMMENT (Bruce Spangler)  
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) (Bruce Spangler)
  - 3.1. [Approval of Board Meeting Minutes from March 08, 2023](#)
  - 3.2. [Approval of Special Board Meeting Minutes from April 13, 2023](#)
  - 3.3. [Approval of March 2023 Financials](#)
  - 3.4. [Approval of April 2023 Financials](#)
  - 3.5. [Approval of contract for Artsopolis - Butte365 Project](#)  
Amount \$15,200 from Budget Code 02-6700
  - 3.6. [Approval of contract with Jennifer Sweeney Communications for PR Services](#)  
Amount \$14,000 from Budget Code 01-6130
4. REGULAR AGENDA
  - 4.1. Update on Strategic Planning Session (Nicole Johansson)

Brief review of the strategic planning session from April 13, 2023 and update of next steps in the planning process.

Recommendations: No Action at the Point. Executive Committee will meet to finalize strategic plan for board approval in July.

4.2. [Discussion of Contract for a full Financial Audit](#) (Tamba Tellu)

Discuss EBC hiring an outside audit firm to conducted a 2022 fiscal year audit and audit of financial policies and best practices.

Recommendation: Approve the contract from CLA. Allocate \$13,000 from Reserves to cover this expense, as it was not originally budgeted for in the adopted 2023 operational budget.

4.3. [Creation and Appointment a Marketing Committee](#) (Nicole Johansson)

Discuss the goals and objectives of a marketing committed and the make up of the marketing committee which shall be included in the resolution set forth.

Recommendation: Adopt the Resolution to Create a Marketing Committee and appoint committee members as presented for discussion.

5. COMMUNICATIONS AND REPORTS

5.1. First Quarter Marketing & Social Update (Ashley Baer)

Presentation of marketing and social efforts from the first quarter of 2023.

5.2. Summer Marketing Campaign Update (PorterCo)

Presentation of Marketing Campaign for May - September.

5.3. Wayfinding ARPA Presentation (John Pearson)

Status update for the Countywide Wayfinding Master Plan project - including deliverables to date and financial overview of project.

5.4. Travel Chico ARPA Presentation (John Pearson)

Status update for the Travel Chico project - including deliverables to date and financial overview of project.

5.5. Executive Director Report (Nichole Farley)

Update on strategic planning efforts, attendance at various industry events and what I am learning that I plan to incorporate into EBC, and what is next for summer/fall.

6. CLOSED SESSION - None

7. ADJOURNMENT

Next regular board meeting is scheduled for July 13, 2023 at 12 pm.