



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

November 10, 2022
Time: 12:00 – 2:00 pm

326 Huss Drive
Chico, CA 95928
Board Room

OR
Via Zoom Link – NO VIDEO

MINUTES - Final

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1. Call to order and roll call – hybrid meeting, virtual votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:10 pm. Introductions.

Present – Directors Spangler, Billah, Wilson, Johansson, Limon, Sellu. Advisors: Anton, Boesen, Macarthy, Moseley, Nevers, Schuster, Taylor.

Guests – Tami Travis, John Pearson, Shelly James, Pat Macias, Heather LaPlante

Staff – Baer, Salas

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes from September 8, 2022

2.2 Approval of September and October Financials

A motion was made by Director Sellu and seconded by Director Billah to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Limon, Sellu

NOES: None

ABSTENTIONS: None

3. PUBLIC COMMENT

Director Johansson reported that the Sierra Oro Farm Trail went well and will have a report next board meeting. Pat Macias announced that now until December 4th they will have an exhibit called Black Footsteps. Advisor Schuster announced that Paradise has begun the construction of Hope Plaza. Advisor Taylor announced that the Chico Ice Rink is opening on November 17th, Christmas Preview is happening, as well as the Christmas Tree lighting December 2nd. Advisor Nevers announced that Oroville's rebranding project is going well.

4. REGULAR AGENDA

4.1 RECOMMENDATION FOR EXPLORE BUTTE COUNTY TO SUPPORT MAIN COUNTY EVENTS (Bruce Spangler)

Discussion: Explore Butte County's support of major events in the County. This would be apart from the Zone Marketing Committee support. List of potential events: Chico Downtown Ice Rink, Wildflower Century Race, Salmon Festival, Johnny Appleseed Days, Red Suspenders Day. Total Number of events might be around 5, keeping Jurisdiction distribution close to annual contribution of jurisdictions.

The recommendation to consider setting annual County Events EBC will support each year outside Zone Marketing, and place a budget item and amount was moved to the next board meeting in January. This will allow EBC to send out a survey and collect data and have a new discussion with more preparation at a later time. No action was taken at this time.

4.2 RECRUITMENT COMMITTEE UPDATE (Bruce Spangler)

SearchWide Global conducted extensive search for new Executive Director. The Recruitment Committee conducted zoom and in person interviews and have extended an offer of employment.

Update given. No action required.

4.3 CONSIDERATION OF DRAFT 2023 BUDGET (Jasmin Wilson)

The Finance Committee has met multiple times to create a draft budget for 2023. Draft is included for discussion and any final edits/considerations for a January approval.

Update given. No action required at this time. 2023 budget will be discussed and be adjusted as needed at the next board meeting.

4.4 CHICO TOURISM COMMITTEE UPDATE (John Pearson)

The Chico Tourism Committee reviewed remaining budget for the year, the results of CSUC Weekend and how to decide on sponsorship support for coming years.

Update given. No action required.

4.5 OROVILLE TOURISM COMMITTEE UPDATE (Amber Miland)

The Oroville Tourism Committee reviewed the budget for the year and approved \$500 from the sponsorship line item to support the Parade of Lights.

Update given. No action required.

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 UPDATE (Ashley Baer)

5.3 NOMINATING COMMITTEE – notices need to be distributed

6. **CLOSED SESSION** - None

7. **ADJOURNMENT**

Meeting was adjourned at 1:41 pm.

Minutes respectfully submitted by Alicia Salas.