

**Board of Directors**

Bruce Spangler, President (Oroville)  
 Brooke Isenberg, Vice President (Chico)  
 Dori Franklin, Secretary (Chico)  
 John Pearson, (At Large)  
 Kiran Paragji, (Oroville)  
 Haroon Saddique, (Paradise)  
 Mohammad Billah, (Chico)  
 Nicole Johansson, (At Large)  
 Vacant, Unincorporated County

**Advisory Board**

Debbie Collins (Chico)  
 DCBA (Chico)  
 Evie Cameron (Paradise)  
 Heather MacDonald (County)  
 Jennifer Leonard (County)  
 Melissa Schuster (Paradise)  
 Chico Velo (Countywide)  
 Tony Catalano (Oroville)

## REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – August 8, 2019

### BOARD MEETING

Butte County Association of Governments, Board Room  
 326 Huss Drive, Building E Chico  
 12:00 – 2:00 PM

**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.

**STRATEGIC OBJECTIVES:** 1) Establish EBC as a recognized leader driving county tourism effort to achieve 100% jurisdictional buy-in by 2020; 2) Establish EBC as the authority in tourism by developing and deploying creative assets that promote Butte County as preferred travel destination; 3) Solidify the administrative function of EBC.

1. Call to Order and Roll Call – 12:00 p.m. in the BCAG Board Room, 326 Huss Lane, Building E, Chico

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of July 11, 2019

2.2 Approval of July 2019 Financial Reports

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 JULY MARKETING COMMITTEE REPORT

During the July Marketing Committee meeting there was discussion about the EBC brand and the need to focus our messaging around one specific thing – outdoors – and own that in the travel/tourism space. Denero to work with Porter Co to ensure that message and voice is consistent in our strategy.

Committee also discussed other marketing opportunities:

- VIA or SF Chronicle Travel Section – this is built in the budget and committee would like to move forward with a VIA print buy;
- Crowdriff – UGC content that will increase engagement on our website and drive social followers. One-year contract for \$13,000 and can be funded by the “creative” line item in this year’s budget’

- American Airlines – Hemisphere in-flight magazine and commercial – range of pricing not within budget;
- Madden Media – 2-3 month hyper-focused content campaign which is in budget, will focus on shoulder season;
- Shasta Cascade Wonderland Association – EBC will receive all activations SCWA is planning and can decide when/how to participate.

**Recommendation:** *No recommendation, reporting only.*

#### **4.2 VARIANCE REPORT**

Review variance report.

**Recommendation:** *No recommendation. Staff to answer any questions about variance(s).*

#### **4.3 CHICO ZONE MARKETING – CONSIDERATION OF THE REQUEST FROM CITY OF CHICO RE: ICE-SKATING RINK MARKETING**

The City of Chico has prepared a proposal for allocation of Chico zone marketing funds to market a downtown Chico ice rink for approximately 8 weeks from November to January. The proposal includes cooperation amongst many partners and includes EBC using zone marketing funds to do all the marketing for the ice rink. The additional attraction during the shoulder season would be a good marketing opportunity to drive stays or extend stays to Chico. The proposal is for “up to \$25,000” and if approved would leave the balance of the Chico Zone Marketing at \$50,165.32.

**Recommendation:** *To allocate up to \$25,000 of Chico Zone Marketing funding to develop and implement a marketing campaign to promote the downtown ice-rink, subject to Chico City Council approval.*

**Recommendation:** *Direct EBC executive director to prepare a Letter of Support and Commitment to the City Council outlining the Board’s commitment to the project.*

#### **4.4 CONSIDERATION OF SEPTEMBER BOARD MEETING**

EBC Executive Director will be on vacation for September’s regularly scheduled board meeting, September 12. At this point there do not seem to be any pressing issues that need board recommendations, direction, or approval.

**Recommendation:** *Consideration of cancelling the September 12 Board of Directors meeting and setting the next regular meeting date of October 10.*

### **5. REPORTS AND COMMUNICATIONS**

**5.1 Update on Strategic Objectives** *Nicole Johansson, Bruce Spangler, Carolyn Denero*

**5.2 Executive Director Report** *Carolyn Denero*

### **6. ADJOURNMENT**

The next regularly scheduled meeting: October 10, 2019

**Board of Directors**

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 Chico Velo (Countywide)  
 Tony Catalano (Oroville)

## REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – July 11, 2019

### BOARD MEETING

Butte County Association of Governments, Board Room  
 326 Huss Drive, Building E Chico  
 12:00 – 2:00 PM

1. Call to Order and Roll Call – 12:00 p.m. in the BCAG Board Room, 326 Huss Lane, Building E, Chico

The meeting was called to order at 12:12 p.m. by President Spangler.

Present: Directors Spangler, Isenberg, Franklin, Pearson, Paragji. Advisors Collins, Melanie Bassett, MacDonald, Leonard, Schuster, Catalano.

Absent: Directors: Saddique, Billah, Johansson. Advisor Cameron, and Chico Velo representative.

Guests: Pat Macias – monca, Jordan Daly – City of Oroville, Amber Marron – Oroville Chamber, Erik and Tami Smith – Oroville Chamber, Kelsey Torres – Chico Chamber, Carolyn Denero and Ashley Baer – EBC Staff.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of May 9, 2019

2.2 Approval of May 2019 and June 2019 Financial Reports

A motion was made by Director Isenberg and seconded by Director Paragji to accept the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Paragji

NOES: None

ABSTENTIONS: None

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.

- Carolyn Denero: The advisor seat for the Downtown Chico Business Association (DCBA) was vacated by Erin Morrissey as she resigned her position. The DCBA would like to retain that seat and a staff member will attend the EBC monthly board meetings. The advisor seat for Chico Velo was vacated by Renee Buchan as her contract with her board was not renewed. Thad Walker, a Velo board member, has been contacted and Velo is interested in maintaining the seat if they can fill in with their board members.
- Melissa Schuster: She attended the Shasta Cascade Wonderland Association (SCWA) board meeting. They discussed their participation with a SCWA booth at IPW. They have also moved forward with another SF Chronicle travel insert. The president of the board of SCWA has recently stepped down.
- Debbie Collins: Shared information with Chico hotels about exemptions. Asked for feedback from hotels on occupancy that she could take back to the City.
- Brooke Isenberg: High school graduation seemed to be an exit of a lot of long-term residents. 4<sup>th</sup> of July weekend was significantly slow across all hotels.

#### 4. **REGULAR AGENDA**

##### **4.1 MID YEAR REVIEW OF EBC MARKETING ACTIVITIES**

In October of 2018 Ashley Baer was hired as the second staff person for EBC, taking on the role of Marketing Communications Coordinator. With that position, more tasks were transitioned to be performed in-house instead of by an agency. EBC has seen an improvement in website content and social media content management and engagement.

Review of Porter Co's 9-month contract that ended June 30<sup>th</sup>. Review of key performance indicators as outlined in original scope of work and actual delivery.

Ashley Baer reported on website content and social media. The review of Porter Co's contract was tabled because it was not ready to present. No motions were made, no action taken.

##### **4.2 MAY MARKETING COMMITTEE REPORT AND STRATEGIC PLAN CONSIDERATION**

The marketing committee met on 5/29/19. The committee agreed to set standing meetings on the 4<sup>th</sup> Wednesday of the month from 12-1 at the EBC offices, in the small conference room. The Board has already approved the proposed 18-month agency budget and Porter Co reviewed the all-encompassing strategic marketing plan from July 1, 2019 – December 31, 2020. Elements of the plan include creative asset collection and curation, public relations, advertising, google Adwords, and project management. Agency recommends adding a third audience profile to include business travelers and outside rebuilders. The strategy is built around new content, developed monthly, to support all channels.

A motion was made by Director Pearson and seconded by Director Isenberg to accept the 2019-2020 strategic marketing outline as proposed by Porter Co. with the approved budget items.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Paragji

NOES: None

ABSTENTIONS: None

#### **4.3 CONSIDERATION OF SIGNATURE EVENT FOR 2020**

During the May marketing committee, Porter Co discussed creating a signature event that could be used to drive media attention to the area. They proposed a variety of types of events that could be developed in and around Butte County. The committee discussed this at length. The committee would like the Board to consider whether they would like Porter Co to develop a feasibility study for hosting a signature event, at the proposed cost of \$10,000 - \$15,000. This fee is solely for the reporting. A signature event is estimated to be at or more than \$100,000. Another option would be for EBC staff to flesh out an extension of existing events and/or producing a signature event.

A motion was made by Director Isenberg and seconded by Director Paragji to explore options for the feasibility of hosting a signature Explore Butte County event but not engaging Porter Co. to do the study. Staff was also directed to begin research for a signature event.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Paragji

NOES: None

ABSTENTIONS: None

#### **4.3 JUNE MARKETING COMMITTEE REPORT**

The marketing committee met on 6/26/19. The July-December content calendar was reviewed. Watersports creative is scheduled for filming in July around Lake Oroville. Creative for the Butte County map, persona rack cards, and visitor guide were all reviewed and feedback requested. Creative for the first two ad campaigns, outdoor family and agritourism, was reviewed and approved. Opportunity for full-page ad in Visit California visitor guide for 2020 was discussed and will be included in the Porter Co 2019/2020 plan. Guidelines for a co-op ad for Visit California will be built and distributed to stakeholders.

No motions were made, no action taken.

#### **4.4 EBC STAFFING – CONSIDERATION OF ADDITIONAL STAFF PERSON**

Denero would like the Board to consider approving the addition of an admin/project manager. Ideally, this position would be 30-40 hours a week, on a variable schedule that would include attending community events with the EBC booth. Job title would be Administrative Assistant / Project Manager – draft included in board packet. Total cost of a full-time employee as proposed would not exceed \$44,000 annually. This would be at the top of the pay scale.

A motion was made by Director Franklin and seconded by Director Isenberg to allow executive director to add an additional staff person not to exceed \$44,000 annually, allocated 3% from administration and 97% from marketing. This would be funded by Board resolution to add budget from unrestricted net asset for the remainder of 2019. The 2020 budget would include that staff person in building the budget.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Paragii

NOES: None

ABSTENTIONS: None

#### **4.5 ADDITIONAL MID-YEAR BUDGET CONSIDERATIONS**

The Board has approved the 18-month marketing plan and the budget will require additional budget to be allocated to the “advertising agencies” line item. The current budget includes \$150,000 for advertising agency fees from July 1, 2019 through December 31, 2019. The proposed plan has a cost of \$214,690 from July 1 through December 31, 2019. Consideration to increasing the “advertising agencies” line item by \$64,690 from unrestricted net assets, which will increase the net income to negative \$464,690 from negative \$400,000.

A motion was made by Director Spangler and seconded by Director Franklin to allocate \$64,690 from unrestricted net assets to the “advertising agencies” line item for the remainder of the 2019 budget year.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Paragii

NOES: None

ABSTENTIONS: None

#### **4.6 CALIFORNIA HOTEL & LODGING ASSOCIATION – MEMBERSHIP INFORMATION**

The California Hotel & Lodging Association (CHLA) has created a new program for DMOs that allows the DMO to purchase the annual membership to offer membership benefits to every hotel, motel, inn and bed and breakfast in that DMOs area at a discounted rate of 20% but are paid by the DMO. Benefits of CHLA membership are similar to a chamber of commerce and include things like: advocacy at the state level, member resources including legal support, weekly newsletters about lodging-related issues.

The Board directed Denero to look into CHLA membership and the costs and bring back further details for discussion at another meeting.

#### **4.7 CHICO ZONE MARKETING – DOWNTOWN CHICO BUSINESS ASSOCIATION PROJECT CONSIDERATION**

Downtown Chico can be considered an attraction for Butte County. As a business improvement district, they have limited funds for staffing, projects and marketing. A large portion of their marketing is done in trade. Denero would like the Board to consider allocating \$30,000, or \$5,000 a month for the next 6 months, for marketing activities for the DCBA. This would allow them to further their reach for those visiting Chico specifically. Key events/activities that would be supported are: Chico Summer Camp, Slice of Chico, Taste of Chico, Harvest Sidewalk Sale, Art & Wine Walk, Treat Street, Christmas Preview. All of these events support downtown, as a destination, and offer visitors an experience downtown.

A motion was made by Director Paragji and seconded by Director Pearson to allocate \$30,000 of Chico Zone Marketing to Downtown Chico Business Association, leaving a balance of \$76,915.32 in Chico Zone Marketing. Denero to work with DCBA to make sure EBC is represented as a partner/sponsor capacity in advertising messaging.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Paragji

NOES: None

ABSTENTIONS: None

6. **REPORTS AND COMMUNICATIONS**

6.1 **Update on Strategic Objectives** *Nicole Johansson, Bruce Spangler, Carolyn Denero*

6.2 **Executive Director Report** *Carolyn Denero*

7. **ADJOURNMENT**

Meeting was adjourned at 2:10 p.m.

Minutes respectfully submitted by Carolyn Denero.

# Explore Butte County

## Balance Sheet

As of July 31, 2019

	Jul 31, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 · Tri Counties Bank	1,087,633.06
Total Checking/Savings	1,087,633.06
Other Current Assets	
1150 · Other receivable	14.95
Total Other Current Assets	14.95
Total Current Assets	1,087,648.01
<b>Fixed Assets</b>	
1500 · Furniture and Equipment	10,946.32
1600 · Accumulated depreciation	-830.00
Total Fixed Assets	10,116.32
<b>TOTAL ASSETS</b>	<b>1,097,764.33</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Credit Cards	
2100 · TCB Credit Card	3,464.83
Total Credit Cards	3,464.83
Other Current Liabilities	
2400 · Payroll Liabilities	3,316.40
Total Other Current Liabilities	3,316.40
Total Current Liabilities	6,781.23
Total Liabilities	6,781.23
<b>Equity</b>	
3200 · Unrestricted Net Assets	986,445.57
3300 · Net Assets - Reserved	
3350 · Reserved - TBID Renewal Fees	75,000.00
3360 · Reserved - Zone Marketing	167,369.68
Total 3300 · Net Assets - Reserved	242,369.68
Net Income	-137,832.15
Total Equity	1,090,983.10
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,097,764.33</b>



# Explore Butte County

## Profit & Loss

July 2019

	Jul 19
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	38.28
4300 · Chico	66,262.04
4400 · Oroville	14,013.17
	<hr/>
<b>Total 4000 · Program Income</b>	80,313.49
4800 · Other Types of Income	
4810 · Interest Income	19.18
4820 · Miscellaneous Revenue	9,968.93
	<hr/>
<b>Total 4800 · Other Types of Income</b>	9,988.11
	<hr/>
<b>Total Income</b>	90,301.60
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	0.77
5300 · 2% Fee - Chico	1,325.24
5400 · 2% Fee - Oroville	280.26
	<hr/>
<b>Total 5000 · 2% Fee</b>	1,606.27
	<hr/>
<b>Total COGS</b>	1,606.27
	<hr/>
<b>Gross Profit</b>	88,695.33
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	10,309.63
6050 · Creative Services	44,804.50
6060 · CTA Program	193.35
6070 · Dues and Memberships	711.20
6100 · Marketing contracts	
6110 · Advertising Agencies	83,132.26
6120 · Jack Rabbit	11,895.00
	<hr/>
<b>Total 6100 · Marketing contracts</b>	95,027.26
6320 · Printing	2,644.49
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	8,860.85
6420 · Staffing - Payroll Taxes - Mktg	677.84
6430 · Workers comp insurance	108.15
	<hr/>
<b>Total 6400 · Staffing - Marketing</b>	9,646.84
6600 · State Fair Exhibit	15,525.51
	<hr/>
<b>Total 6000 · Sales and Marketing Expense</b>	178,862.78
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	6,250.00
6900 · Zone and Micro-Marketing - Other	2,500.00
	<hr/>
<b>Total 6900 · Zone and Micro-Marketing</b>	8,750.00
7000 · Administration Expenses	
7150 · Interest expense	93.96
7010 · Advertising	15.00
7020 · Bank fees	39.00
7030 · Conference, Convention, Meeting	542.00
7200 · Meals	236.73
7300 · Office supplies	70.13
7310 · Postage	280.00
7320 · Printing and Copying	73.91
7330 · Professional fees - Accounting	675.00
7360 · Rent/ Office Space	935.00

8:20 AM

08/05/19

Accrual Basis

## Explore Butte County

### Profit & Loss

July 2019

	Jul 19
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,954.53
7420 · Payroll taxes - admin	149.52
7430 · Workers comp insurance	23.85
Total 7400 · Staffing - Admin	2,127.90
7500 · Subscriptions	530.97
7560 · Telephone, Telecommunications	175.25
7570 · Travel	499.38
Total 7000 · Administration Expenses	6,294.23
Total Expense	193,907.01
Net Ordinary Income	-105,211.68
Net Income	<b>-105,211.68</b>

# Explore Butte County Profit & Loss January through July 2019

	Jan - Jul 19
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	1,756.96
4300 · Chico	280,978.72
4400 · Oroville	77,504.52
4500 · Paradise	7,016.06
<b>Total 4000 · Program Income</b>	<b>367,256.26</b>
4800 · Other Types of Income	
4810 · Interest Income	130.86
4820 · Miscellaneous Revenue	10,368.93
<b>Total 4800 · Other Types of Income</b>	<b>10,499.79</b>
<b>Total Income</b>	<b>377,756.05</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	35.14
5300 · 2% Fee - Chico	5,619.58
5400 · 2% Fee - Oroville	1,550.09
5500 · 2% Fee - Paradise	140.32
<b>Total 5000 · 2% Fee</b>	<b>7,345.13</b>
<b>Total COGS</b>	<b>7,345.13</b>
<b>Gross Profit</b>	<b>370,410.92</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	43,845.71
6030 · Conferences	2,052.25
6050 · Creative Services	66,539.53
6060 · CTA Program	10,219.98
6070 · Dues and Memberships	711.20
6100 · Marketing contracts	
6110 · Advertising Agencies	175,192.51
6120 · Jack Rabbit	11,895.00
<b>Total 6100 · Marketing contracts</b>	<b>187,087.51</b>
6200 · Meals	516.76
6320 · Printing	4,162.11
6340 · Public Relations	21,457.41
6350 · Sales and Marketing Exp. -Other	2,473.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	58,919.70
6420 · Staffing - Payroll Taxes - Mktg	4,982.76
6430 · Workers comp insurance	1,622.81
<b>Total 6400 · Staffing - Marketing</b>	<b>65,525.27</b>
6600 · State Fair Exhibit	15,525.51
6700 · Website	990.07
<b>Total 6000 · Sales and Marketing Expense</b>	<b>421,106.31</b>
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	42,650.00
6900 · Zone and Micro-Marketing - Other	2,500.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>45,150.00</b>

8:21 AM

08/05/19

Accrual Basis

# Explore Butte County

## Profit & Loss

### January through July 2019

	Jan - Jul 19
<b>7000 · Administration Expenses</b>	
7150 · Interest expense	193.39
7010 · Advertising	16.29
7020 · Bank fees	112.00
7030 · Conference, Convention, Meeting	542.00
7050 · Education	1,191.37
7060 · Filing fees/ taxes	10.00
7070 · General Administration	978.03
7100 · Insurance	1,964.00
7200 · Meals	1,002.11
7210 · Membership dues	160.00
7300 · Office supplies	1,358.27
7310 · Postage	683.24
7320 · Printing and Copying	436.24
7330 · Professional fees - Accounting	9,760.00
7360 · Rent/ Office Space	5,720.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	12,374.93
7420 · Payroll taxes - admin	1,002.26
7430 · Workers comp insurance	345.29
<b>Total 7400 · Staffing - Admin</b>	<b>13,722.48</b>
7500 · Subscriptions	1,322.80
7560 · Telephone, Telecommunications	1,212.17
7570 · Travel	1,602.37
<b>Total 7000 · Administration Expenses</b>	<b>41,986.76</b>
<b>Total Expense</b>	<b>508,243.07</b>
<b>Net Ordinary Income</b>	<b>-137,832.15</b>
<b>Net Income</b>	<b>-137,832.15</b>

# Explore Butte County Profit & Loss Budget Overview

January through July 2019

	Jan - Jul 19	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	1,756.96	3,241.00	-1,484.04
4300 · Chico	280,978.72	256,108.00	24,870.72
4400 · Oroville	77,504.52	64,837.50	12,667.02
4500 · Paradise	7,016.06		
<b>Total 4000 · Program Income</b>	<b>367,256.26</b>	<b>324,186.50</b>	<b>43,069.76</b>
4800 · Other Types of Income			
4810 · Interest Income	130.86		
4815 · CTA Registrations	0.00	1,458.00	-1,458.00
4820 · Miscellaneous Revenue	10,368.93		
<b>Total 4800 · Other Types of Income</b>	<b>10,499.79</b>	<b>1,458.00</b>	<b>9,041.79</b>
<b>Total Income</b>	<b>377,756.05</b>	<b>325,644.50</b>	<b>52,111.55</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	35.14	64.00	-28.86
5300 · 2% Fee - Chico	5,619.58	5,123.00	496.58
5400 · 2% Fee - Oroville	1,550.09	1,296.00	254.09
5500 · 2% Fee - Paradise	140.32		
<b>Total 5000 · 2% Fee</b>	<b>7,345.13</b>	<b>6,483.00</b>	<b>862.13</b>
<b>Total COGS</b>	<b>7,345.13</b>	<b>6,483.00</b>	<b>862.13</b>
<b>Gross Profit</b>	<b>370,410.92</b>	<b>319,161.50</b>	<b>51,249.42</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	43,845.71	43,750.00	95.71
6020 · Capital Display	0.00	583.00	-583.00
6030 · Conferences	2,052.25	2,917.00	-864.75
6050 · Creative Services	66,539.53	65,333.00	1,206.53
6060 · CTA Program	10,219.98	8,750.00	1,469.98
6070 · Dues and Memberships	711.20	2,333.00	-1,621.80
6100 · Marketing contracts			
6110 · Advertising Agencies	175,192.51	189,583.00	-14,390.49
6120 · Jack Rabbit	11,895.00	7,000.00	4,895.00
<b>Total 6100 · Marketing contracts</b>	<b>187,087.51</b>	<b>196,583.00</b>	<b>-9,495.49</b>
6200 · Meals	516.76	1,342.00	-825.24
6320 · Printing	4,162.11	29,167.00	-25,004.89
6340 · Public Relations	21,457.41	17,500.00	3,957.41
6350 · Sales and Marketing Exp. -Other	2,473.00	5,250.00	-2,777.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	58,919.70	58,200.00	719.70
6420 · Staffing - Payroll Taxes - Mktg	4,982.76	5,250.00	-267.24
6430 · Workers comp insurance	1,622.81	583.00	1,039.81
<b>Total 6400 · Staffing - Marketing</b>	<b>65,525.27</b>	<b>64,033.00</b>	<b>1,492.27</b>
6600 · State Fair Exhibit	15,525.51	14,583.00	942.51
6700 · Website	990.07	9,333.00	-8,342.93
<b>Total 6000 · Sales and Marketing Expense</b>	<b>421,106.31</b>	<b>461,457.00</b>	<b>-40,350.69</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	42,650.00	32,418.00	10,232.00
6900 · Zone and Micro-Marketing - Other	2,500.00		
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>45,150.00</b>	<b>32,418.00</b>	<b>12,732.00</b>
7000 · Administration Expenses			
7150 · Interest expense	193.39		
7010 · Advertising	16.29	437.50	-421.21
7020 · Bank fees	112.00	58.00	54.00
7030 · Conference, Convention, Meeting	542.00	583.00	-41.00
7040 · Contract services	0.00	729.00	-729.00
7050 · Education	1,191.37	2,042.00	-850.63
7060 · Filing fees/ taxes	10.00	58.00	-48.00
7070 · General Administration	978.03	5,833.00	-4,854.97
7100 · Insurance	1,964.00	1,517.00	447.00
7200 · Meals	1,002.11	437.50	564.61
7210 · Membership dues	160.00	583.00	-423.00

# Explore Butte County Profit & Loss Budget Overview

January through July 2019

	Jan - Jul 19	Budget	\$ Over Budget
7300 · Office supplies	1,358.27	1,400.00	-41.73
7310 · Postage	683.24	292.00	391.24
7320 · Printing and Copying	436.24	583.00	-146.76
7330 · Professional fees - Accounting	9,760.00	8,750.00	1,010.00
7340 · Professional fees - Legal	0.00	1,458.00	-1,458.00
7350 · Promotion	0.00	58.00	-58.00
7360 · Rent/ Office Space	5,720.00	5,833.00	-113.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	12,374.93	12,847.00	-472.07
7420 · Payroll taxes - admin	1,002.26	1,167.00	-164.74
7430 · Workers comp insurance	345.29	153.00	192.29
<b>Total 7400 · Staffing - Admin</b>	<b>13,722.48</b>	<b>14,167.00</b>	<b>-444.52</b>
7500 · Subscriptions	1,322.80	875.00	447.80
7560 · Telephone, Telecommunications	1,212.17	1,400.00	-187.83
7570 · Travel	1,602.37	1,167.00	435.37
7900 · Admin Expense- Other	0.00	583.00	-583.00
<b>Total 7000 · Administration Expenses</b>	<b>41,986.76</b>	<b>48,844.00</b>	<b>-6,857.24</b>
8000 · Contingency	0.00	9,770.00	-9,770.00
<b>Total Expense</b>	<b>508,243.07</b>	<b>552,489.00</b>	<b>-44,245.93</b>
<b>Net Ordinary Income</b>	<b>-137,832.15</b>	<b>-233,327.50</b>	<b>95,495.35</b>
<b>Net Income</b>	<b>-137,832.15</b>	<b>-233,327.50</b>	<b>95,495.35</b>



Explore Butte County  
P.O. Box 2154  
Chico, CA 95927

ExploreButteCounty.com

#### Board of Directors

Brooke Isenberg  
Chico – Vice  
President

Bruce Spangler  
Oroville – President

Dori Franklin  
Chico – Secretary

Haroon Saddique  
Paradise

John Pearson  
At Large

Kiran Paragji  
Oroville

Mohammad Billah  
Chico

Nicole Johansson  
At Large

#### Advisors to the Board

Debbie Collins  
Chico

Downtown Chico  
Business Assn.  
Chico

Evie Cameron  
Paradise

Heather  
MacDonald  
Unincorporated  
County

Jennifer Leonard  
Unincorporated  
County

Melissa Schuster  
Paradise

Tony Catalano  
Oroville

## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office – 326 Huss Drive, Chico, 95928

Small Board Room

Wednesday, July 31, 2019

12:00pm –1:00pm

Conference Call In Line:

<https://www.uberconference.com/carolyndenero> or

Call 720-835-5497 and use PIN 29116.

### MINUTES

Members Present: Bruce Spangler, John Pearson, Melissa Schuster, Jennifer Leonard, Tony Catalano, Nicole Johansson (via phone).

Members Absent: Dori Franklin

Others: Ashley Baer, Carolyn Denero (via phone)

### AGENDA

1. Review & Discussion
  - a. 6-month marketing activities as per the contract with Porter Co – discussing led by Denero
    - i. Discussion was geared more toward the long-term goals of EBC and the marketing message. The current marketing strategy was built on the assets Butte County already has, building out the content to support that. At some point we need to look forward to try to build what Butte County can become as a destination.
  - b. Other marketing opportunities
    - i. VIA or SF Chronicle – Print advertising was built into the budget. The committee would like to see print ads in VIA.
    - ii. Crowdriff – Crowdriff was a recommendation made by Porter Co to help build user



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- generated content (UGC) on the EBC website and social media. Ashley has been speaking with them and they were able to offer EBC a July special pricing. EBC will sign a one-year contract for Crowdriff and begin implementation right away. The budget item will come from the creative services line item.
- iii. American Airlines – Opportunity to advertise in Hemispheres print magazine on the airlines and/or have a :15 commercial run in-air. Prices range from \$5,000 – \$30,000. There is no budget for this additional buy. Committee agreed that we are not ready for this opportunity yet.
  - iv. Madden Media – This is another agency who builds storytelling campaigns and delivers visitors to the website. They hyper-focus on one thing and build all of the content. A media buy with them was built into the 2019 budget. Committee agrees that the agency should pitch the top asset/story and run a 2-3 month campaign at the end of the year. Denaro to move forward with this.
  - v. Shasta Cascade Wonderland Association – EBC is working closely with SCWA and all additional marketing opportunities that they are looking into will be forwarded to EBC for inclusion if it is a right fit.

Adjourn Meeting



EBC Variance Report  
July 2019

Income

4000 – Income

\$43,069.76 – Program Income is over budget because of inflated occupancy due to the Camp Fire. The first 5 months of 2019 have shown a significant increase in occupancy and TBID collection.

4800 – Other Types of Income

\$9,041.79 – This budget item was built for interest income and CTA Registrations. Visit California reimbursed EBC for expenses related to the IPW FAM that was hosted in Butte County.

Expense

6110 – Advertising Agencies

- \$14,390.49 – this line item includes the project with Madden Media that will take place at the end of the year. Anticipate that the agency line item will be spent 100% by end of year.

6120 – Jack Rabbit

\$4,895 – The budget was built over 12 months but this is a one-time spend.

6320 – Printing

-\$25,004.89 – Printing line item includes the printing of the Visitor's Guide which will be in September.

6700 – Website

-\$8,342.93 – Fees have been less than expected for managing and updating the website.

6900 – Zone and micro-marketing

\$12,732.00 – over budget based on budget type of 10%: these funds are reserved as an equity item and will be adjusted at end of year. The balance of each zone: Chico - \$75,165.32, Oroville - \$15,000.10, Paradise - (\$2,027.28), Unincorporated - \$2,081.54 for a total of \$90,219.68.

7070 – General Administration

-\$4,854.97 – This will be spent to set up third office space for new staff person.

8/1/2019

## Reconciliation Finding

Submitted by Carolyn Denero

Dear Explore Butte County Board of Directors:

During the reconciliation of the July financials there was a \$14.95 charge to "Audible" on the credit card statement. While researching the expenditure I found that it was my personal expense charged through Amazon Prime. I have used my personal Amazon Prime account to order many things for Explore Butte County and the credit card information was not deleted as a user. When one of my personal cards was deleted from the account it automatically selected the Explore Butte County Visa as the default for Audible.

I immediately contacted President Bruce Spangler to notify him of this error. I have reimbursed Explore Butte County with a personal check. The EBC credit card information has been deleted from my personal Amazon Prime account and I do not anticipate this will happen again.

I take the fiscal management of the organization very seriously and I sincerely apologize for this mistake.

Carolyn Denero



## OFFICE OF THE CITY MANAGER

411 Main Street - 3<sup>rd</sup> Floor (530) 896-7200  
P.O. Box 3420 Fax: (530) 895-4825  
Chico, CA 95927-3420 <http://www.ci.chico.ca.us>

July 29, 2019

Board of Directors  
Explore Butte County  
P.O. Box 2154  
Chico, CA 95927

RE: Consideration of a Request that Chico Zone Marketing Funding be Used to Develop and Implement a Marketing Campaign for the Proposed City of Chico Downtown Ice-Skating Rink

For several years City of Chico staff have been exploring options to bring a seasonal ice-skating rink to the Downtown City Plaza. After discussions with local stakeholders' staff has developed a proposal to contract with a third-party vendor to provide the rink, skates and personnel for an approximately eight-week period, from early November to early January. If approved by the City Council, City funding would be used for the capital outlay with these costs recovered through the revenue generated from the ice-skating rink operations as well as through business sponsorships.

City staff is in the process of gathering support from potential partners and sponsors for inclusion in the proposal that will be presented to the City's Finance Committee for consideration on August 28<sup>th</sup>. If the Finance Committee approves the proposal, they will make a recommendation to the City Council who would consider the proposal for approval at their September 3<sup>rd</sup> meeting. If approved by the City Council, staff's goal is to have the ice-skating rink operational in November however this is a very tight timeline with several factors, such as the vendor's availability, that could make this goal unreachable and may push implementation to next season, November of 2020.

The proposed ice-skating rink would be rectangular, 82 feet long by 65 feet wide, and provide the capacity for approximately 177 skaters on the ice at one time. Based on similarly sized rinks operated at other locations the vendor estimates anywhere from 400 to 1,000 skaters per day. Staff has been advised that activity at this level could potentially bring approximately \$1 to \$1.5 million in additional revenue to downtown businesses. City staff has the expertise and ability to facilitate the infrastructure and construction aspects of the ice-skating rink and operations would be provided by the vendor, staff does not however possess the expertise necessary to promote the ice-skating rink to ensure the desired level of success.

After discussing the proposal with Executive Director Denero it was recognized that there was an opportunity for the City to partner with Explore Butte County (EBC) on the marketing of the ice-skating rink. The proposed ice-skating rink meets several Zone Marketing Program goals and objectives, to include being an event occurring during the "off season" with the potential of increasing overnight lodging stays. Additionally, EBC staff and consultants possess the marketing expertise and resources necessary to promote the event which the City lacks. For example, the ice-skating rink could be marketed as a weekend getaway to tourists outside of the

region, lodging properties could build packages around it, or EBC could develop a "Winter Itinerary" that promotes several Butte County winter season activities, including ice-skating rinks. All with the goal of bringing visitors to Chico and the surrounding areas and increasing overnight stays and room night sales.

A partnership between the City and Explore Butte County to market a seasonal ice-skating rink in downtown Chico will dramatically increase the number of people drawn to the activity thereby increasing the tourism/economic impact, including overnight stays, as well as the overall success of the project. As such, the City respectfully requests that the EBC Board of Directors consider: 1) utilizing up to \$25,000 of Zone Marketing funding that is already allocated for use within the City of Chico for EBC consultants and staff to develop and implement a marketing campaign to promote the downtown ice-skating rink, subject to City Council approval of the proposed project; and 2) direct the EBC Executive Director to prepare a Letter of Support and Commitment to the City Council outlining the Board's commitment to the project.

Thank you for your consideration.

Sincerely,



Mark Orme  
City Manager