

**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 – December 12, 2019

REGULAR BOARD MEETING

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

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**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 November 14, 2019

2.2 Approval of November 2019 Financial Reports

2.3 Allocating equity line item 3350 TBID Renewal Fees from “Reserved – TBID Renewal Fees to an unrestricted net asset so it can be used for the TBID renewal process beginning December 2019

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 **RECOGNITION OF HEATHER MACDONALD’S RESIGNATION FROM THE ADVISORY BOARD**

Heather MacDonald submitted her letter of resignation as Advisor to the Board for the Unincorporated County – representing the County of Butte – effective immediately.

**Recommendation:** *No action required. At this point another representative from the County has not been identified to attend EBC Board meetings in the role of Advisor.*

4.2 **VARIANCE REPORT**

Review variance reports for October.

**Recommendation:** *No recommendation, just review. Questions to be addressed here.*

#### **4.3 CREATION OF AD HOC COMMITTEE TO LEAD THE TBID RENEWAL PROCESS**

At the November 14, 2019 board meeting the Board approved hiring Civitas to lead the TBID renewal process beginning in December. Denero and Spangler spoke with Kelly Rankin and Nichole Farley to establish next steps. It was outlined that the Board will need to designate an ad hoc committee to be comprised of only hotel board members and it must be comprised of less than a quorum. The ad hoc committee will be created to have a specific purpose of leading the renewal process, reviewing and recommending updates to the management district plan, and advocate to other hoteliers in the county to renew the TBID. The ad hoc committee will meet for a specific period of time no longer than December of 2020; ultimately the time period will be only for the length of the renewal process.

**Recommendation:** *To assign an ad hoc committee responsible for leading the TBID renewal process. The committee will be comprised only of voting board members representing only lodging of no more than 4 people and the committee. The committee will only be active until the TBID is renewed by the Board of Supervisors but no longer than December 2020.*

#### **4.4 FINANCE COMMITTEE REPORT AND CONSIDERATION OF THE 2020 DRAFT BUDGET**

The finance committee met to review a draft 2020 budget. The key components of differentiation for the 2020 budget versus the 2019 budget are:

- Income
  - Program income expected to be much higher than 2019.
  - New income types including advertising income from co-op ad opportunities, EBC visitors guide income, and special program participation income.
- Sales and Marketing Expenses
  - Budget includes “normal expenses” and additional expenses to be spent from net assets. Normal expenses are built so subsequent annual budgets have a base operating standard.
  - Conferences has increased so EBC can attend sales-types of conferences to “sell” Butte County as a destination.
  - Postage added to marketing expense because of cost to mail visitors guides and collateral.
  - Public relations was added as a subcategory of “marketing contracts” and is for the RFP already pre-approved by the Board. There is an additional PR line item that will be allocated to hosting quarterly FAM and other influencers. This can be managed by EBC or used to supplement the contractor’s budget.
  - Health Insurance has been added as a payroll expense.
  - State Fair Exhibit has been significantly decreased; the State Fair will be creating each county’s exhibit in 2020.
- Administrative Expenses

- Increase to conference, convention, meetings so Denero can attend more industry events / committee / board meetings.
- \$60,000 added to general administration to pay for strategic planning.
- \$55,000 added to legal fees to pay for Civitas's fees for TBID renewal

The budget is built to have a net loss of \$513,500; this is a total budget spend of \$1,373,650 for the 2020 budget year. The budget is built with a net loss so that a significant portion of our net assets can be spent down.

**Recommendation:** *To approve the draft 2020 budget as provided.*

#### **4.5 MARKETING COMMITTEE REPORT**

The committee reviewed various proposals for research and data collection as we move into 2020. The Center for Economic Development is able to provide look-alike demographic data for all of California that would allow EBC to target like audiences. The committee would like to expand that data collection to include Nevada and Oregon. This will help us determine additional markets to expand our messaging to. The proposed cost is \$1,500 (California data only).

A larger conversation was had about the need for strategic planning as we come up for TBID renewal and visioning for the organization. EBC needs to begin the process for short, mid, and long-term strategic planning for the future. There is an opportunity for EBC to be a driver of the tourism economic engine and lead the jurisdiction partners in visioning and goal setting.

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

**5.1 Marketing Communications Report** *Ashley Baer*

**5.2 Nominations Committee Report** *Bruce Spangler*

**5.3 Executive Director Report** *Carolyn Denero*

#### **6. ADJOURNMENT**

The next regularly scheduled meeting: January 9, 2020