

**Board of Directors**

Bruce Spangler, President (Oroville)  
Brooke Isenberg, Vice President (Chico)  
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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 – January 9, 2020

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 December 12, 2019
  - 2.2 Approval of December 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 **PRESENTATION ABOUT CHICO MEASURE A** (10 minutes)

Chico Area Recreation District (CARD) is seeking support for a ballot measure which will add a parcel tax to improve public safety, maintain and improve bathrooms, repair and modernize recreation centers, sports fields and swimming pools, and finish partially completed parks. CARD has recognized that there is a potential to meet the needs of more youth sports, and traveling youth sports, by improving the parks. Improvements to Chico parks would offer more opportunity to market Butte County as a youth-sports destination and increase visits and overnight stays for sports/sporting events. CARD is seeking an endorsement from EBC’s board of directors in support of Measure A.

**Recommendation:** *Consideration of supporting CARD and Measure A by endorsing the ballot measure.*

#### 4.2 PRESENTATION FROM PORTERCO (20 minutes)

Recap of 2019 marketing plan and initiatives. Review of budget to deliverables. Review of plan for 2020. Review of collateral collected in 2019.

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

#### 4.3 VARIANCE REPORT (5 minutes)

Review variance reports for December 2019.

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

#### 4.4 UPDATE FROM NOMINATING COMMITTEE REPORT (5 minutes)

Recruitment for expiring board and advisory board seats has followed the approved timeline. At this point there are 3 applications for board seats and 7 for advisory board seats. The deadline for all nominations is January 9, 2020. The committee will convene after that date and complete their slate of recommendations. The recommendations will be emailed to the current board of directors for review. The final recommendation will be made at the annual meeting in March.

**Recommendation:** *No recommendation, just report from committee.*

#### 4.5 AD HOC TBID RENEWAL COMMITTEE REPORT (5 minutes)

Ad hoc committee will be meeting with Civitas the week of the 13<sup>th</sup> to hear an update on the work that has already been done. At this point, Civitas is working with the following assumptions:

- 10 year renewal district instead of 5 years;
- District to include Gridley (an all participating jurisdictions);
- EBC would continue to be the governing body
- 2% assessment with an optional increase;
- Budget baseline of \$850,000, up from \$554,000
- Opportunity to include additional project types to be covered in the MDP – would allow EBC to play more of a destination management and marketing organization.

**Recommendation:** *No recommendation, just report from committee.*

#### 4.6 DRAFT OF PRESENTATION TO BOARD OF SUPERVISORS (10 minutes)

Denero to present a draft of the presentation to be presented to the Board of Supervisors. This will be used to start the conversation about TBID renewal. The same deck will be used to present to all jurisdictions in 2020. Denero scheduled to present to BOS on January 28, 2020.

**Recommendation:** *Feedback is requested to finalized presentation.*

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

#### 5.1 Marketing Communications Report (10 minutes) *Ashley Baer*

#### 5.2 Executive Director Report (30 minutes) *Carolyn Denero*

6. **ADJOURNMENT**

The next regularly scheduled meeting: March 12, 2020