

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 – July 11, 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 May 9, 2019

2.2 Approval of May 2019 and June 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 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 30th. Review of key performance indicators as outlined in original scope of work and actual delivery.

Recommendation: *No recommendation, just review and questions.*

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 4th 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.

Recommendation: *To accept the 2019-2020 strategic marketing outline as proposed by Porter Co. with the approved budget items.*

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.

Recommendation: *To consider the proposal for Porter Co to develop a feasibility study/plan for a Butte County signature event at the cost of \$10,000-\$15,000 – this would be an additional amount above the current plan outline. Their recommendation could be for a new event or the expansion of an already-existing event.*

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.

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.

Recommendation: *Consideration of adding new staff person to EBC staff 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.*

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.

Recommendation: *To consider allocating an additional \$64,690 from unrestricted net assets to the “advertising agencies” line item for the remainder of the 2019 budget year.*

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.

Recommendation: *Seeking direction from Board regarding CHLA membership. Would you like to hear more from CHLA about their membership options?*

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.

Recommendation: *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.*

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**

The next regularly scheduled meeting: August 8, 2019