

**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**

City of Chico (Chico)  
 DCBA (Chico)  
 Evie Cameron (Paradise)  
 County of Butte (County)  
 Jennifer Leonard (County)  
 Melissa Schuster (Paradise)  
 Chico Velo (Countywide)  
 Tony Catalano (Oroville)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – March 12, 2020

ANNUAL MEETING – 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 January 9, 2020

2.2 Approval of January and February 2020 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 **COVID-19 UPDATE AND RESOURCES**

COVID-19, as a novel virus, has been a topic of world-wide discussion. Many are cancelling their travel plans, or postponing them, because of information about the virus. For California, the major impacts have been felt in gateway cities who typically welcome international travelers. Most large DMOs are pivoting their messaging to focus on domestic travel until international travel returns. Butte County, as of the preparation of this agenda, does not have any confirmed cases of COVID-19. An updated list of resources and best sources of information is included in the board packet. EBC staff will be creating a page on the EBC website to share these resources and messaging about visiting Butte County.

**Recommendation:** *Is there additional direction the Board would like to provide staff?*

#### 4.2 CONSIDERATION OF FINANCIAL POLICY UPDATES

Explore Butte County has expanded staffing and operations per strategic planning. There is a need to continue to build clearer financial policies and procedures to protect the organization and the staff.

Denero would like the board to consider a credit card policy for staff members. Currently EBC has one credit card, in Carolyn Denero's name, and all staff use the card for purchases per the purchasing policy. For clearer tracking and transparency, a new policy for staff credit cards with a limit of \$2,500 per month per employee is being proposed.

**Recommendation:** *Adopt the credit card policy as presented with card limits of \$2,500 per staff member per month. All purchases will be within the current purchasing policy.*

#### 4.3 VARIANCE REPORT

Review variance reports for January and February 2020.

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

#### 4.4 ZONE MARKETING RECAP FROM 2019

In 2019 \$79,150 was spent toward zone marketing. A recap of the funding is included in board packet. Grantees have been asked to present their recap to the board of directors.

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

#### 4.5 CONSIDERATION OF ZONE MARKETING PROPOSAL FROM DOWNTOWN CHICO BUSINESS ASSOCIATION

Explore Butte County granted the Downtown Chico Business Association (DCBA) a \$30,000 zone marketing grant in 2019 to support the marketing initiatives of the events hosted by the organization. DCBA executive director, Melanie Bassett, has put together a proposal for EBC-DCBA partnership for 2020. The proposal would name Explore Butte County as a presenting partner for recurring events as well as annual events for a \$12,000 investment. There is an additional exposure opportunity as a sponsor of the first-time Butte County Farm to Taste Marketplace as part of Taste of Chico in September. The total sponsorship proposal, if accepted, would be \$17,000.

**Recommendation:** *To partner with the Downtown Chico Business Association for the 2020 event year, using zone marketing funds not to exceed \$17,000 as outlined in the proposal.*

#### 4.6 PRESENTATION FROM BOARD MEMBERS WHO ATTENDED OUTLOOK FORUM

Five EBC board members attended the annual Visit California Outlook Forum in San Diego in February. This was a session-filled conference led by tourism industry leaders offering insights for the coming year and information about Visit California's strategies. Board members, PorterCo, and Denero divided the sessions to make sure we heard all the information being shared. A written report from each board member is included in board packet.

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

#### 4.7 AD HOC TBID RENEWAL COMMITTEE REPORT

The committee met via conference call to review and edit the new management district plan (included in board packet). All questions were asked of Civitas and many were

elevated to their legal team for review and answers. A final management district plan was created and sent to Butte County on March 2. County Counsel will need to review the plan during March, and they have a chance to make changes. The main points the committee would like to review with the full board are:

- The boundary of the TBID includes Gridley – all of Butte County would be included.
- The service plan (and corresponding budget allocation) of “Marketing and Sales” has been expanded to “Sales & Marketing and Destination Product Development & Visitor Service Enhancements”.
- The base budget assumption for the plan is an annual income from TBID of \$941,00.
- The plan allows EBC to raise the TBID assessment from 2% to a maximum of 4% in increments of 0.5% annually, which would not be allowed until the 2022-2023 plan year.
- The rate increase of 0.5% collection is a base-increase which could be a significant increase of TBID for EBC.
- Other changes are minor and most language is consistent with the original MDP.

#### 4.8 MARKETING COMMITTEE REPORTS

January 29, 2020 meeting.

- Committee received a presentation from Abigail Whittaker from the Center for Economic Development regarding data points and information/research they could do for Explore Butte County. The committee would like to move forward with look-alike market research to determine which other cities spend similarly on things we have in Butte County. Makes sense for CED to work with EBC and PorterCo to determine what questions we need answered.
- EBC has a semester-long contract with Tehama Group at Chico State, a student-run communications organization. The group will work on a handful of projects for EBC.

February 26, 2020 meeting.

- Tehama Group update.
  - Creation of multiple Spotify channels around things to do in Butte County.
  - Creation of TikTok channel.
  - Creation of new videos for TikTok and/or YouTube. Focused around outdoor recreation.
  - Editing of current assets to create “sizzle reels” for biking and watersports. Longer-form than what we have for commercials.
- In addition to our brand-building advertising the advertising in partnership with events drives a lot of traffic to Explore Butte County. This is good for brand-building and increased exposure. We should continue to spend effort here.
- The committee would like to hold a brand voice exercise so the EBC voice can be defined for future content and creative.

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

#### 4.9 NOMINATION OF DIRECTORS FOR EXPIRING BOARD OF DIRECTORS SEATS

Per Explore Butte County bylaws, “Election of Directors shall take place at the annual meeting of the corporation. A call for nominations shall be sent to lodging businesses paying

the BCTBID assessment. A nomination committee shall seek nominees and confirm their eligibility. Directors shall be elected by the Board.”

A call for nominations was both mailed, via USPS, and emailed to the lodging businesses paying the BCTBID. The Nomination Committee has reviewed all nominations for open seats and makes the following recommendation:

- Brooke Isenberg – incumbent, Chico lodging
- Dori Franklin – incumbent, Chico lodging
- Bruce Spangler – incumbent, Oroville lodging
- Nicole Johansson – incumbent, community-at-large
- John Pearson – incumbent, community-at-large

There were no other nominees for any voting board seats.

**Recommendation:** *To accept the slate of directors as recommended by the Nominating Committee*

#### **4.10 NOMINATION OF OFFICERS OF THE BOARD FOR EXPIRING POSITIONS**

Per Explore Butte County bylaws, “The officers of the corporation shall be a President, a Vice President, a Secretary, a Treasurer, and such other officers as the Board may from time to time designate. All officers shall be Directors. Any number of offices may be held by the same person, except that the Secretary and the Treasurer may not serve concurrently as President.

“The officers of this corporation shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to rights of any officer under any employment contract.

“The President and Vice President shall be elected for a term of one (1) year or until their successors are elected and qualified. The Secretary and Treasurer shall be elected for a term of two (2) years or until their successors are elected and qualified.”

During this March 2020 election all officer positions have expired and are open for nomination. (Full officer descriptions are included in the board packet.)

**Recommendation:** *To call for nominations for officers of the board. President and Vice President shall serve a term of one (1) year each; Treasurer and Secretary will serve a term of two (2) years. All officers must be directors.*

#### **4.11 NOMINATION OF ADVISORS FOR THE ADVISORY BOARD, ALL CURRENT SEATS EXPIRE DURING THE ANNUAL MEETING**

Per Explore Butte County bylaws, “The Board may designate individuals to serve as advisors to the Board. Advisors will receive notice of meetings in the same manner as Directors but will not be considered Directors for any purpose including voting. Advisors shall serve a term of one (1) year and may be removed by the Board at any time. Advisors shall be voted on by the Board of Directors at the annual meeting. Advisors will be a representative from their place of business’ location of from their service area. Advisors shall be removed from their position by missing three (3) consecutive regular meetings; they can send a representative in their stead. There shall be no more than two (2) Advisors per TBID member jurisdiction: Oroville, Chico, Paradise, Biggs, Unincorporated Butte County. In addition, there shall be no more than two (2) Advisors representing a Butte County wide service area.”

The Nomination Committee has reviewed all nominations for open seats and makes the following recommendation:

- Victoria Anton, Feather River Recreation & Parks District – representing Oroville (new)
- Ben North, Ben North Photography – representing Oroville (new)
- Melissa Schuster, Paradise Town Council – representing Paradise (incumbent)
- Evie Feldman, Blue Team Realty – representing Paradise (incumbent)
- Chris Constantin, City of Chico – representing Chico (new)
- Melanie Bassett, Downtown Chico Business Association – representing Chico (new)
- Jennifer Leonard, Almendra Winery & Distillery – representing unincorporated (incumbent)
- Audrey Taylor, Everybody Healthy Body – representing unincorporated (new)
- Heather Ugie, Chico Chamber of Commerce – representing county wide (new)

There were no other nominees for the Advisory Board. Both seats for Biggs and one county wide seat are vacant.

**Recommendation:** *To accept the slate of advisors as recommended by the Nominating Committee*

5. **REPORTS AND COMMUNICATIONS**

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

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

6. **ADJOURNMENT**

The next regularly scheduled meeting: May 14, 2020