

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)
 Erin Morrissey (Chico)
 Evie Cameron (Paradise)
 Heather MacDonald (County)
 Jennifer Leonard (County)
 Melissa Schuster (Paradise)
 Renee Buchan (Countywide)
 Tony Catalano (Oroville)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – May 9, 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

Once roll call is completed the board will move into closed session.

2. **CLOSED SESSION 12:00 p.m.**

Closed session to discuss Executive Director contract and perform annual evaluation. Result to be presented during open board meeting.

2.1 Report from closed session

3. **CONSENT AGENDA**

3.1 Approval of Board Meeting Minutes of March 14, 2019

3.2 Approval of March and April 2019 Financial Reports

4. **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.

5. **REGULAR AGENDA**

5.1 CONSIDERATION OF THE 2018 ANNUAL REPORT INCLUDING THE INDEPENDENT ACCOUTANT'S REPORT

The 2018 draft annual report including year-end financials and independent accountant's report have been included in the board packet for review by the Board of Directors. The final 2018 profit and loss report shows a net income of \$180,221.94; the budget was built with a \$100,000 net income. The net income for 2018 has moved to the unrestricted equity account for 2019. As required by the Bylaws, the corporation annual report needs to include an independent accountant's report which has been completed by Holly Pladson, CPA. The Board is being asked to consider both the annual report and independent accountant's report.

Recommendation: *To accept the 2018 annual report and independent accountant report, as prepared, which will be posted on the EBC website.*

5.2 CONSIDERATION OF ALLOCATING EARNED BUT UNSPENT ZONE MARKETING DOLLARS FROM 2018 FROM UNRESTRICTED NET ASSETS TO RESERVED ZONE MARKETING EQUITY ACCOUNT

Explore Butte County's budget requires that 10% of TBID revenue be spent on zone marketing, weighted for each jurisdiction based on the revenue collected from the jurisdiction. In 2018 the first zone marketing grant program began, and money was granted to applicants. After reviewing year end financial reports, the zone marketing reserve account should be adjusted to reflect the following:

Jurisdiction	2018 Beginning Balance	2018 Spend	2018 Income Allocation	2019 Balance
Chico	\$106,281.80	\$25,000	\$61,633.52	\$142,915.32
Oroville	\$29,151.35	\$22,200	\$17,448.75	\$24,400.10
Paradise	\$9,074.58	\$15,300	\$4,198.14	-\$2,027.28
County	\$1,165.56	\$0	\$915.98	\$2,081.54
Total	\$145,673.29	-\$62,500	\$84,196.39	\$167,369.68

Recommendation: *To move \$41,696.39 from unrestricted net assets to the "reserved – zone marketing" equity account to make the new balance \$167,369.68.*

5.3 ACKNOWLEDGEMENT OF THE ORGANIZATION'S 990S AS REQUIRED FOR FILING 2018 TAX DOCUMENTS

Each voting director received a draft copy of EBC's 990s, via email, on May 6, 2019. The only difference in the 2018 990 compared to 2017 990 is the listing of organizations who received zone marketing grants from EBC during 2018.

The board is required to acknowledge they have received and reviewed the tax documents prior to filing with both the state and federal governments.

Recommendation: *Each board member should acknowledge they have received and reviewed the 990s for the purpose of documentation in the board minutes.*

5.4 MARKETING COMMITTEE REPORT AND RECOMMENDATION FOR PROPOSED SCOPE AND BUDGET FROM PORTER COMMUNICATIONS, EBC'S AGENCY OF RECORD.

The marketing committee had a conference call meeting to review the 18-month scope of work and budget proposed by Porter Co. The scope of work and budget would begin effective July 1, 2019 and run through December 31, 2020. The proposal is for a multi-faceted content plan that includes Porter Co operating as a strategic partner. Many of the \$0 items in the budget are there so they are included in strategy but can be deployed by EBC staff and other partners.

Recommendation: *The committee would like the board to consider approving the proposed strategy and base budget for the 18-month plan, not to exceed \$590,000. The detailed marketing strategy and plan will be presented to the full board for approval no later than July of 2019.*

5.5 DISCUSSION OF PAYMENT HISTORY OF LODGING PROPERTIES AND DIRECTION ON MARKETING OF THOSE WITH MINIMAL OR NO PAYMENTS

Beginning December of 2018 each jurisdiction submitted the names of properties who are included in that month's payment of TBID. This tracking element was requested by staff to ensure all active lodging properties were being represented on the EBC website. After reviewing the data, it appears there are properties, mostly in unincorporated county, that have not submitted payment for TBID since tracking began. Direction is being sought on what the Board would like staff to do about this. Staff would like to create a policy that would allow those properties who are not submitting any payment, or payment of a minimum amount, to be treated differently when it comes to marketing.

Recommendation: *The Board offers direction for staff research and policy regarding properties who are not paying into TBID.*

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: June 13, 2019