

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 MINUTES – May 9, 2019

BOARD MEETING

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

1. Call to Order and Roll Call – 12:00 p.m. in the BCAG Board Room, 326 Huss Lane, Building E, Chico

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

Board members present for closed session: Directors Spangler, Franklin, Pearson, Paragji, Billah, Johansson. Executive Director Denero invited into meeting for evaluation after scoring of individual evaluations.

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

2.1 After review, the Board and Executive Director reached agreement to continue working relationship in the same capacity with a 10% increase in salary to begin effective May 1, 2019.

Open board meeting was called to order at 12:45 p.m. and results of closed session was announced.

Open session roll call:

Present: Directors Spangler, Franklin, Pearson, Paragji, Billah, Johansson. Advisors Morrissey, Cameron, MacDonald, Leonard, Schuster, Buchan, Catalano.

Absent: Director Isenberg, Director Saddique, Advisor Collins.

Guests: Pat Macias – MONCA, Tamba – Sales Manager Marriott Hotels, Carolyn Denero & Ashley Baer – EBC Staff.

3. **CONSENT AGENDA**

3.1 Approval of Board Meeting Minutes of March 14, 2019

3.2 Approval of March and April 2019 Financial Reports

A motion was made by Director Paragji and seconded by Director Franklin to accept the consent agenda items.

The motion carried by the following vote:

AYES: Spanlger, Franklin, Pearson, Paragji, Billah, Johansson

NOES: None

ABSTENTIONS: None

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.

- Nicole Johansson – Sierra Oro Farm Trail has applied for a \$25,000 grant from North Valley Community Foundation to create a new video around Noble Orchards to highlight the farm in Paradise.
- Bruce Spangler & Melissa Schuster – Denero has been working on the Home Builders Resource Expo on her own time. The event is to be used for those rebuilding to create a plan of action.
- Renee Buchan – There were 3,176 participants in this year’s Wildflower Century Ride, that is up 300 people from the previous year. International travelers came from England and Fiji to ride.
- Pat Macias – monca is running a Camp Fire summer camp Monday, Tuesday and Wednesday in June and July for 2nd through 5th graders to learn art and literacy.
- Tony Catalano – The Feather River Center received \$12,000 in funds to bring a few schools to the Forebay at no cost. They have received \$7,500 from North Valley Community Center for the same project. They are working on a \$300,000 grant from SBF to start the rowing peninsula excavation and programming.
- Nicole Johansson – She had a conversation with DWR/Edelman and they would like to work with EBC to share the message about recovery of the spillway around Lake Oroville.
- Melissa Schuster – EBC should be mindful of all of the “tourists” who are working in Butte County post-fire, they could be a good market to get in front of.

5. **REGULAR AGENDA**

5.1 CONSIDERATION OF THE 2018 ANNUAL REPORT INCLUDING THE INDEPENDENT ACCOUNTANT’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.

A motion was made by Director Paragji and seconded by Director Pearson to accept the 2018 annual report and independent accountant report, as prepared, which will be posted on the EBC website.

The motion carried by the following vote:

AYES: Spanlger, Franklin, Pearson, Paragji, Billah, Johansson

NOES: None

ABSTENTIONS: None

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

A motion was made by Director Johansson and seconded by Director Franklin to move \$41,696.39 from unrestricted net assets to the “reserved – zone marketing” equity account to make the new balance \$167,369.68.

The motion carried by the following vote:

AYES: Spanlger, Franklin, Pearson, Paragji, Billah, Johansson

NOES: None

ABSTENTIONS: None

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.

A motion was made by Director Pearson and seconded by Director Paragji that each board member should acknowledge they have received and reviewed the 990s for the purpose of documentation in the board minutes.

The motion carried by the following vote:

AYES: Spanlger, Franklin, Pearson, Paragji, Billah, Johansson

NOES: None

ABSTENTIONS: None

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.

A motion was made by Director Johansson and seconded by Director Pearson for the Board to approve the proposed strategy and base budget for the 18-month plan, not to exceed \$590,000. The detailed marketing plan will be presented to the full board for approval.

The motion carried by the following vote:

AYES: Spanlger, Franklin, Pearson, Paragji, Billah, Johansson

NOES: None

ABSTENTIONS: None

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.

Staff was given direction to research other destinations and come back with a proposed policy. All properties paying should be included, it may not be their fault that they pay so little.

6. REPORTS AND COMMUNICATIONS

6.1 **Update on Strategic Objectives** No update given.

6.2 **Executive Director Report** *Carolyn Denero*

7. **ADJOURNMENT**

The next regularly scheduled meeting: June 13, 2019