

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 – October 17, 2019

SPECIAL BOARD MEETING*

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

*This meeting was scheduled to take the place of the regularly scheduled board meeting of October 10, 2019 due to the public safety power shutoff.

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 August 8, 2019

2.2 Approval of August and September 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 **VARIANCE REPORT**

Review variance reports for August and September.

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

4.2 **AUGUST AND SEPTEMBER MARKETING COMMITTEE REPORT**

August meeting:

Madden Media Campaign options were reviewed and agreed upon by the committee. This was built into the 2019 budget and is a story-telling campaign beyond the contract with Porter Co. The two stories to be “told” on our website will be a full-year season campaign told from a photographer’s perspective. The second story will be told from the perspective of a man who used to visit Butte County as a young person and wants to come visit after the Camp Fire. The campaigns will be advertised in the Central Valley and will run for 2 months.

Committee reviewed the Agritourism creative to be executed beginning September 1.

The committee agreed that EBC should lead the countywide Museum Weekend event for Feb 29 & Mar 1, 2020. This will be an EBC campaign that will be very similar to Restaurant Week in working with partners and encouraging local and visitor participation to this business type.

September meeting:

Ashley presented a monthly and quarterly report on social media followers and engagement, which are significantly lower than 2nd quarter. There is no specific strategy for growing social media so a strategy will be built for 2020 to grow social media significantly.

Review of advertising campaigns through end of 2019. Strategically, EBC does not run multiple overlapping campaigns during the summer because it is typically busier than the shoulder season of November through April. In looking at analytics, the campaigns that were being run were not resonating with visitors. Traffic to the website and social media was not where it should be. Impressions are there, but not the conversion to website traffic.

Campaigns ramp up beginning mid-October; bleisure (geo-targeting people who are working in Butte county and returning home on weekends) will run 10/15-11/15, move-in (geo-fencing specific areas during events) will run immediately and finish 10/31, Madden Media campaigns will run 10/30-12/30, and active adult will run mid-November through end of year. In addition, event messaging will begin around Restaurant Week and Museum Weekend.

The EBC visitor guide will be ready end of October, but digital version will be ready mid-October.

Recommendation: *No recommendation, reporting only.*

4.3 CONVENE THE NOMINATIONS COMMITTEE

Each year the Board may appoint a Nominations Committee composed of at least three (3) Directors. Nominations for Directors shall be submitted in writing to the Nomination Committee not less than 60 days prior to the Annual Meeting. The recommendations of the Nominations Committee shall be submitted to the Board at least 30 days prior to the Annual Meeting, which recommendations will ensure compliance with Article V, Section 4. Election of Directors shall be conducted at the Annual Meeting. Per the motion made at the March 14, 2019 board meeting, the committee will be comprised of Directors Isenberg, Paragji, and chaired by Spangler.

Recommendation: *It is recommended that the Nominations Committee be convened to begin the nominations process for the Annual Meeting scheduled for March 12, 2020. All Advisor seats are open for renewal. Board members seats for Spangler, Isenberg, Franklin, Pearson, and Johannson expire in March 2020. The unincorporated lodging seat is still vacant as well.*

4.4 CONSIDERATION OF CONVENING AN AD HOC BUDGET COMMITTEE FOR 2020 BUDGET PREPARATION

In preparation for the 2020 budget year, convening an ad hoc budget committee to review the 2019 budget and create the budget for 2020. Main consideration is the increased collection of TBID during the 2019 year and the amount of money in the reserve.

Recommendation: *To convene an ad hoc budget committee to prepare a draft 2020 budget to be reviewed and approved by the full board of directors. The committee will need a Chairperson to be appointed.*

4.5 OPEN DISCUSSION FOR 2020 BUDGET FORECASTING

In preparation for the 2020 budget year EBC staff would like to understand how lodging is forecasting for their 2020 budget years. This is an open discussion item so the ad hoc budget committee can have a better understanding of revenue for 2020.

Recommendation: *No recommendation – discussion item only*

4.6 RECOMMENDATION TO DRAFT LETTERS OF SUPPORT FOR DRAG BOAT RACES AT THERMALITO NORTH FOREBAY

Explore Butte County was asked to write a letter of support for the “Super Eliminator Shootout Drag Boat Races”. The proposed date of the event to take place at the Thermalito North Forebay is May 30 & 31 or June 6 & 7, 2020. The event organizers, California Hot Boat Association, LLC, will need to work with various governmental organization to receive approval of the event and a letter of support from Explore Butte County may help with their proposal. According to their one-sheet, the event appears to draw participants and visitors from out of town, supports local vendors, and would highlight a Butte County asset. There has been no request for zone marketing funds or marketing assistance, to this point.

Recommendation: *To write and submit a letter of support for the Super Eliminator Shootout – Drag Boat Races, as a new event that would support travel and tourism to Butte County.*

4.7 RECOMMENDATION TO DRAFT LETTER OF SUPPORT FOR CAROLYN DENERO TO HOLD A VOTING SEAT ON THE SHASTA CASCADE WONDERLAND ASSOCIATION BOARD OF DIRECTORS

Shasta Cascade Wonderland Association (SCWA) recently reviewed their bylaws and after recalculation of the areas they represent realized that Butte County has another voting seat on the SCWA board of directors. Carolyn Denero has served as an alternate

to Melissa Schuster on the SCWA board for about 6 months and was asked to have an official recommendation from the EBC board of directors to accept the voting position.

Recommendation: *To write and submit a letter of support for Carolyn Denero to hold the voting seat for the Shasta Cascade Wonderland Association, representing Explore Butte County.*

4.8 CONSIDERATION OF BOARD MEMBERS ATTENDING THE 2020 OUTLOOK FORUM

The annual Visit California Outlook Forum will be held in San Diego in February 2020. Many TBIDs send their entire board of directors to the conference and Visit California board meeting. Discussion item to determine EBC Board interest in attending the annual meeting.

Recommendation: *Recommendation based on board discussion. If Board of Directors do opt to attend, recommendation will need to include a not-to-exceed dollar amount.*

5. REPORTS AND COMMUNICATIONS

5.1 Update on Strategic Objectives *Nicole Johansson, Bruce Spangler, Carolyn Denero*

5.2 Marketing Communications Report *Ashley Baer*

5.2 Executive Director Report *Carolyn Denero*

6. ADJOURNMENT

The next regularly scheduled meeting: November 14, 2019