

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 – January 9, 2020

REGULAR 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 December 12, 2019

2.2 Approval of December 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 PRESENTATION ABOUT CHICO MEASURE A (10 minutes)

Chico Area Recreation District (CARD) is seeking support for a ballot measure which will add a parcel tax to improve public safety, maintain and improve bathrooms, repair and modernize recreation centers, sports fields and swimming pools, and finish partially completed parks. CARD has recognized that there is a potential to meet the needs of more youth sports, and traveling youth sports, by improving the parks. Improvements to Chico parks would offer more opportunity to market Butte County as a youth-sports destination and increase visits and overnight stays for sports/sporting events. CARD is seeking an endorsement from EBC's board of directors in support of Measure A.

Recommendation: *Consideration of supporting CARD and Measure A by endorsing the ballot measure.*

4.2 PRESENTATION FROM PORTERCO (20 minutes)

Recap of 2019 marketing plan and initiatives. Review of budget to deliverables. Review of plan for 2020. Review of collateral collected in 2019.

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

4.3 VARIANCE REPORT (5 minutes)

Review variance reports for December 2019.

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

4.4 UPDATE FROM NOMINATING COMMITTEE REPORT (5 minutes)

Recruitment for expiring board and advisory board seats has followed the approved timeline. At this point there are 3 applications for board seats and 7 for advisory board seats. The deadline for all nominations is January 9, 2020. The committee will convene after that date and complete their slate of recommendations. The recommendations will be emailed to the current board of directors for review. The final recommendation will be made at the annual meeting in March.

Recommendation: *No recommendation, just report from committee.*

4.5 AD HOC TBID RENEWAL COMMITTEE REPORT (5 minutes)

Ad hoc committee will be meeting with Civitas the week of the 13th to hear an update on the work that has already been done. At this point, Civitas is working with the following assumptions:

- 10 year renewal district instead of 5 years;
- District to include Gridley (an all participating jurisdictions);
- EBC would continue to be the governing body
- 2% assessment with an optional increase;
- Budget baseline of \$850,000, up from \$554,000
- Opportunity to include additional project types to be covered in the MDP – would allow EBC to play more of a destination management and marketing organization.

Recommendation: *No recommendation, just report from committee.*

4.6 DRAFT OF PRESENTATION TO BOARD OF SUPERVISORS (10 minutes)

Denero to present a draft of the presentation to be presented to the Board of Supervisors. This will be used to start the conversation about TBID renewal. The same deck will be used to present to all jurisdictions in 2020. Denero scheduled to present to BOS on January 28, 2020.

Recommendation: *Feedback is requested to finalized presentation.*

5. REPORTS AND COMMUNICATIONS

5.1 Marketing Communications Report (10 minutes) Ashley Baer

5.2 Executive Director Report (30 minutes) Carolyn Denero

6. **ADJOURNMENT**

The next regularly scheduled meeting: March 12, 2020

Board of Directors

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 Brooke Isenberg, Vice President (Chico)
 Dori Franklin, Secretary (Chico)
 John Pearson, (At Large)
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 Chico Velo (Countywide)
 Tony Catalano (Oroville)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING – December 12, 2019

REGULAR BOARD MEETING - MINUTES

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.

1. Call to Order and Roll Call – Meeting called to order by President Spangler at 12:10 p.m.

Present: Directors Spangler, Isenberg, Franklin, Pearson, Johansson. Advisors MacDonald, Leonard, Schuster, Catalano, Melanie Basset representing DCBA. Staff Denero, Baer.

Absent: Directors Paragji, Saddique, Billah. Advisors Cameron, Chris Constantin for City Chico.

Guests: Pat Macia - monca

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of November 14, 2019

2.2 Approval of November 2019 Financial Reports

2.3 Allocating equity line item 3350 TBID Renewal Fees from “Reserved – TBID Renewal Fees to an unrestricted net asset so it can be used for the TBID renewal process beginning December 2019

A motion was made by Director Johansson and seconded by Director Pearson to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Johansson

NOES: None

ABSTENTIONS: None

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.

Brooke Isenberg: The Courtyard by Marriott will be starting a lobby renovation soon. There is talk that a Town Place Suites is looking at Chico – this would be an extended stay property.

Dori Franklin: The runway lights are being fixed at Paradise Airport, which means they can be open to the public soon. They will begin marketing their 1200 rental space which has state of the art A/V. Dori also mentioned that Oxford Suites is slated for a full renovation in July of 2020. Significant in the half of the hotel will be closed at a time.

Melissa Schuster: Paradise is open for business. They have the ice rink, shopping, and restaurants. Arborists will be the next wave of contractors coming into the area after the first of the year – they will be focused on tree removal.

Pat Macias: monca will be hosting their 3rd NYE party – Envision 2020 – an interactive event. It is 21 and older.

Nicole Johansson: Farm Trail is running a #Mad4Plaid local farm basket holiday campaign.

4. **REGULAR AGENDA**

4.1 RECOGNITION OF HEATHER MACDONALD'S RESIGNATION FROM THE ADVISORY BOARD

Heather MacDonald submitted her letter of resignation as Advisor to the Board for the Unincorporated County – representing the County of Butte – effective immediately.

Heather's last day at the County will be December 20, 2019. At this point there is not a person designated to attend in her place.

4.2 VARIANCE REPORT

Review variance reports for October.

No variance report was given – it had not been prepared.

4.3 CREATION OF AD HOC COMMITTEE TO LEAD THE TBID RENEWAL PROCESS

At the November 14, 2019 board meeting the Board approved hiring Civitas to lead the TBID renewal process beginning in December. Denero and Spangler spoke with Kelly Rankin and Nichole Farley to establish next steps. It was outlined that the Board will need to designate an ad hoc committee to be comprised of only hotel board members and it must be comprised of less than a quorum. The ad hoc committee will be created to have a specific purpose of leading the renewal process, reviewing and recommending updates to the management district plan, and advocate to other hoteliers in the county to renew the TBID. The ad hoc committee will meet for a specific period of time no longer than December of 2020; ultimately the time period will be only for the length of the renewal process.

A motion was made by Director Spangler and seconded by Director Isenberg to assign an ad hoc committee responsible for leading the TBID renewal process. The committee will be comprised of Directors Spangler, Isenberg, and Franklin and will only be active until the TBID is renewed by the Board of Supervisors but no longer than December 2020.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Johansson

NOES: None

ABSTENTIONS: None

4.4 FINANCE COMMITTEE REPORT AND CONSIDERATION OF THE 2020 DRAFT BUDGET

The finance committee met to review a draft 2020 budget. The key components of differentiation for the 2020 budget versus the 2019 budget are:

- Income
 - Program income expected to be much higher than 2019.
 - New income types including advertising income from co-op ad opportunities, EBC visitors guide income, and special program participation income.
- Sales and Marketing Expenses
 - Budget includes “normal expenses” and additional expenses to be spent from net assets. Normal expenses are built so subsequent annual budgets have a base operating standard.
 - Conferences has increased so EBC can attend sales-types of conferences to “sell” Butte County as a destination.
 - Postage added to marketing expense because of cost to mail visitors guides and collateral.
 - Public relations was added as a subcategory of “marketing contracts” and is for the RFP already pre-approved by the Board. There is an additional PR line item that will be allocated to hosting quarterly FAM and other influencers. This can be managed by EBC or used to supplement the contractor’s budget.
 - Health Insurance has been added as a payroll expense.
 - State Fair Exhibit has been significantly decreased; the State Fair will be creating each county’s exhibit in 2020.
- Administrative Expenses
 - Increase to conference, convention, meetings so Denero can attend more industry events / committee / board meetings.
 - \$60,000 added to general administration to pay for strategic planning.
 - \$55,000 added to legal fees to pay for Civitas’s fees for TBID renewal

The budget is built to have a net loss of \$513,500; this is a total budget spend of \$1,373,650 for the 2020 budget year. The budget is built with a net loss so that a significant portion of our net assets can be spent down.

A motion was made by Director Isenberg and seconded by Director Johansson to approve the draft 2020 budget as provided.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Johansson

NOES: None

ABSTENTIONS: None

4.5 MARKETING COMMITTEE REPORT

The committee reviewed various proposals for research and data collection as we move into 2020. The Center for Economic Development is able to provide look-alike demographic data for all of California that would allow EBC to target like audiences. The committee would like to expand that data collection to include Nevada and Oregon. This will help us determine additional markets to expand our messaging to. The proposed cost is \$1,500 (California data only).

A larger conversation was had about the need for strategic planning as we come up for TBID renewal and visioning for the organization. EBC needs to begin the process for short, mid, and long-term strategic planning for the future. There is an opportunity for EBC to be a driver of the tourism economic engine and lead the jurisdiction partners in visioning and goal setting.

5. REPORTS AND COMMUNICATIONS

5.1 Marketing Communications Report *Ashley Baer*

5.2 Nominations Committee Report *Bruce Spangler*

5.3 Executive Director Report *Carolyn Denero*

6. ADJOURNMENT

Meeting was adjourned at 1:35 p.m.

Minutes respectfully submitted by Carolyn Denero.

Explore Butte County

Balance Sheet

As of December 31, 2019

	Dec 31, 19
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,094,050.01
Total Checking/Savings	1,094,050.01
Other Current Assets	
1400 · Prepaid Expenses	1,079.08
Total Other Current Assets	1,079.08
Total Current Assets	1,095,129.09
Fixed Assets	
1500 · Furniture and Equipment	12,049.42
1600 · Accumulated depreciation	-830.00
Total Fixed Assets	11,219.42
TOTAL ASSETS	1,106,348.51
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card	5,917.86
Total Credit Cards	5,917.86
Other Current Liabilities	
2400 · Payroll Liabilities	4,101.39
Total Other Current Liabilities	4,101.39
Total Current Liabilities	10,019.25
Total Liabilities	10,019.25
Equity	
3200 · Unrestricted Net Assets	1,061,445.57
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
Total 3300 · Net Assets - Reserved	167,369.68
Net Income	-132,485.99
Total Equity	1,096,329.26
TOTAL LIABILITIES & EQUITY	1,106,348.51

Explore Butte County

Profit & Loss

December 2019

	Dec 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	2,579.37
4300 · Chico	53,612.31
4400 · Oroville	15,811.48
	<hr/>
Total 4000 · Program Income	72,003.16
4800 · Other Types of Income	
4810 · Interest Income	17.87
4820 · Miscellaneous Revenue	5,699.49
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Total 4800 · Other Types of Income	5,717.36
	<hr/>
Total Income	77,720.52
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	51.59
5300 · 2% Fee - Chico	1,072.25
5400 · 2% Fee - Oroville	316.23
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Total 5000 · 2% Fee	1,440.07
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Total COGS	1,440.07
	<hr/>
Gross Profit	76,280.45
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	6,220.83
6050 · Creative Services	1,819.91
6060 · CTA Program	10.33
6300 · Miscellaneous	0.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	11,296.05
6420 · Staffing - Payroll Taxes - Mktg	864.15
	<hr/>
Total 6400 · Staffing - Marketing	12,160.20
6700 · Website	90.78
	<hr/>
Total 6000 · Sales and Marketing Expense	20,302.05
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	2,500.00
	<hr/>
Total 6900 · Zone and Micro-Marketing	2,500.00
7000 · Administration Expenses	
7040 · Contract services	1,672.80
7070 · General Administration	2,635.13
7200 · Meals	190.00
7300 · Office supplies	45.33
7310 · Postage	523.03
7320 · Printing and Copying	50.68
7330 · Professional fees - Accounting	675.00
7340 · Professional fees - Legal	11,540.00
7360 · Rent/ Office Space	1,085.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,503.75
7420 · Payroll taxes - admin	191.54
7440 · Health insurance	0.00
	<hr/>
Total 7400 · Staffing - Admin	2,695.29
7500 · Subscriptions	3,972.07
7560 · Telephone, Telecommunications	217.95

8:44 AM

01/08/20

Accrual Basis

Explore Butte County

Profit & Loss

December 2019

	Dec 19
7570 · Travel	1,146.63
Total 7000 · Administration Expenses	26,448.91
Total Expense	49,250.96
Net Ordinary Income	27,029.49
Net Income	27,029.49

Explore Butte County

Profit & Loss

January through December 2019

	Jan - Dec 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	5,917.17
4300 · Chico	585,439.04
4400 · Oroville	168,978.65
4500 · Paradise	7,016.06
Total 4000 · Program Income	767,350.92
4800 · Other Types of Income	
4810 · Interest Income	223.92
4815 · CTA Registrations	325.00
4820 · Miscellaneous Revenue	16,068.42
Total 4800 · Other Types of Income	16,617.34
Total Income	783,968.26
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	118.35
5300 · 2% Fee - Chico	11,708.79
5400 · 2% Fee - Oroville	3,379.58
5500 · 2% Fee - Paradise	140.32
Total 5000 · 2% Fee	15,347.04
Total COGS	15,347.04
Gross Profit	768,621.22
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	73,435.51
6030 · Conferences	4,354.03
6050 · Creative Services	100,881.34
6060 · CTA Program	12,953.52
6070 · Dues and Memberships	961.20
6100 · Marketing contracts	
6110 · Advertising Agencies	340,236.71
6120 · Jack Rabbit	11,895.00
Total 6100 · Marketing contracts	352,131.71
6200 · Meals	918.75
6300 · Miscellaneous	0.00
6320 · Printing	23,547.90
6340 · Public Relations	23,491.47
6350 · Sales and Marketing Exp. -Other	3,134.32
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	105,506.78
6420 · Staffing - Payroll Taxes - Mktg	8,561.99
6430 · Workers comp insurance	1,622.81
Total 6400 · Staffing - Marketing	115,691.58
6600 · State Fair Exhibit	15,525.51
6700 · Website	1,276.43
Total 6000 · Sales and Marketing Expense	728,303.27
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	76,650.00
6900 · Zone and Micro-Marketing - Other	2,500.00
Total 6900 · Zone and Micro-Marketing	79,150.00
7000 · Administration Expenses	
7150 · Interest expense	188.75

Explore Butte County

Profit & Loss

January through December 2019

	Jan - Dec 19
7010 · Advertising	280.00
7020 · Bank fees	112.00
7030 · Conference, Convention, Meeting	4,436.00
7040 · Contract services	2,284.80
7050 · Education	1,191.37
7060 · Filing fees/ taxes	10.00
7070 · General Administration	3,745.14
7100 · Insurance	1,964.00
7200 · Meals	1,956.46
7210 · Membership dues	1,040.00
7300 · Office supplies	2,391.63
7310 · Postage	1,812.70
7320 · Printing and Copying	681.33
7330 · Professional fees - Accounting	13,135.00
7340 · Professional fees - Legal	11,540.00
7360 · Rent/ Office Space	10,945.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	22,599.73
7420 · Payroll taxes - admin	1,769.15
7430 · Workers comp insurance	345.29
7440 · Health insurance	0.00
Total 7400 · Staffing - Admin	24,714.17
7500 · Subscriptions	5,789.94
7560 · Telephone, Telecommunications	2,397.81
7570 · Travel	3,037.84
Total 7000 · Administration Expenses	93,653.94
Total Expense	901,107.21
Net Ordinary Income	-132,485.99
Net Income	-132,485.99

Explore Butte County Profit & Loss Budget Overview

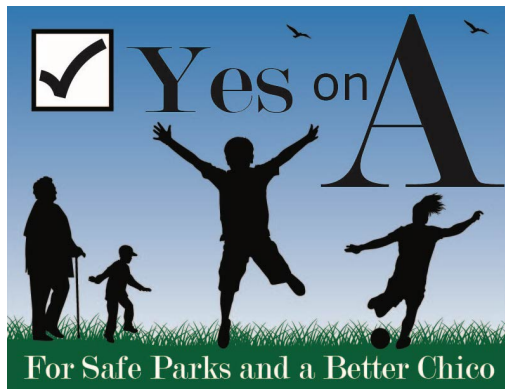
January through December 2019

	Jan - Dec 19	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	5,917.17	5,557.50	359.67
4300 · Chico	585,439.04	439,042.50	146,396.54
4400 · Oroville	168,978.65	111,150.00	57,828.65
4500 · Paradise	7,016.06		
Total 4000 · Program Income	767,350.92	555,750.00	211,600.92
4800 · Other Types of Income			
4810 · Interest Income	223.92		
4815 · CTA Registrations	325.00	2,500.00	-2,175.00
4820 · Miscellaneous Revenue	16,068.42		
Total 4800 · Other Types of Income	16,617.34	2,500.00	14,117.34
Total Income	783,968.26	558,250.00	225,718.26
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	118.35	111.00	7.35
5300 · 2% Fee - Chico	11,708.79	8,781.00	2,927.79
5400 · 2% Fee - Oroville	3,379.58	2,223.00	1,156.58
5500 · 2% Fee - Paradise	140.32		
Total 5000 · 2% Fee	15,347.04	11,115.00	4,232.04
Total COGS	15,347.04	11,115.00	4,232.04
Gross Profit	768,621.22	547,135.00	221,486.22
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	73,435.51	75,000.00	-1,564.49
6020 · Capital Display	0.00	1,000.00	-1,000.00
6030 · Conferences	4,354.03	5,000.00	-645.97
6050 · Creative Services	100,881.34	112,000.00	-11,118.66
6060 · CTA Program	12,953.52	15,000.00	-2,046.48
6070 · Dues and Memberships	961.20	4,000.00	-3,038.80
6100 · Marketing contracts			
6110 · Advertising Agencies	340,236.71	325,000.00	15,236.71
6120 · Jack Rabbit	11,895.00	12,000.00	-105.00
Total 6100 · Marketing contracts	352,131.71	337,000.00	15,131.71
6200 · Meals	918.75	2,300.00	-1,381.25
6300 · Miscellaneous	0.00		
6320 · Printing	23,547.90	50,000.00	-26,452.10
6340 · Public Relations	23,491.47	30,000.00	-6,508.53
6350 · Sales and Marketing Exp. -Other	3,134.32	9,000.00	-5,865.68
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	105,506.78	99,775.00	5,731.78
6420 · Staffing - Payroll Taxes - Mktg	8,561.99	9,000.00	-438.01
6430 · Workers comp insurance	1,622.81	1,000.00	622.81
Total 6400 · Staffing - Marketing	115,691.58	109,775.00	5,916.58
6600 · State Fair Exhibit	15,525.51	25,000.00	-9,474.49
6700 · Website	1,276.43	16,000.00	-14,723.57
Total 6000 · Sales and Marketing Expense	728,303.27	791,075.00	-62,771.73
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	76,650.00	55,575.00	21,075.00
6900 · Zone and Micro-Marketing - Other	2,500.00		
Total 6900 · Zone and Micro-Marketing	79,150.00	55,575.00	23,575.00
7000 · Administration Expenses			
7150 · Interest expense	188.75		
7010 · Advertising	280.00	750.00	-470.00
7020 · Bank fees	112.00	100.00	12.00
7030 · Conference, Convention, Meeting	4,436.00	1,000.00	3,436.00
7040 · Contract services	2,284.80	1,250.00	1,034.80
7050 · Education	1,191.37	3,500.00	-2,308.63
7060 · Filing fees/ taxes	10.00	100.00	-90.00
7070 · General Administration	3,745.14	10,000.00	-6,254.86
7100 · Insurance	1,964.00	2,600.00	-636.00
7200 · Meals	1,956.46	750.00	1,206.46

Explore Butte County Profit & Loss Budget Overview

January through December 2019

	Jan - Dec 19	Budget	\$ Over Budget
7210 · Membership dues	1,040.00	1,000.00	40.00
7300 · Office supplies	2,391.63	2,400.00	-8.37
7310 · Postage	1,812.70	500.00	1,312.70
7320 · Printing and Copying	681.33	1,000.00	-318.67
7330 · Professional fees - Accounting	13,135.00	15,000.00	-1,865.00
7340 · Professional fees - Legal	11,540.00	2,500.00	9,040.00
7350 · Promotion	0.00	100.00	-100.00
7360 · Rent/ Office Space	10,945.00	10,000.00	945.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	22,599.73	22,025.00	574.73
7420 · Payroll taxes - admin	1,769.15	2,000.00	-230.85
7430 · Workers comp insurance	345.29	262.50	82.79
7440 · Health insurance	0.00		
Total 7400 · Staffing - Admin	24,714.17	24,287.50	426.67
7500 · Subscriptions	5,789.94	1,500.00	4,289.94
7560 · Telephone, Telecommunications	2,397.81	2,400.00	-2.19
7570 · Travel	3,037.84	2,000.00	1,037.84
7900 · Admin Expense- Other	0.00	1,000.00	-1,000.00
Total 7000 · Administration Expenses	93,653.94	83,737.50	9,916.44
8000 · Contingency	0.00	16,747.50	-16,747.50
Total Expense	901,107.21	947,135.00	-46,027.79
Net Ordinary Income	-132,485.99	-400,000.00	267,514.01
Net Income	-132,485.99	-400,000.00	267,514.01



YES on Measure A for Chico Area Recreation and Park District (CARD) Frequently Asked Questions

What is CARD?

The Chico Area Recreation and Park District, known locally as “CARD,” is an independent special use district created over 70 years ago to provide park and recreation services for more than 121,000 residents. Our boundaries encompass a more-than 250 square-mile area, which includes the City of Chico and surrounding areas.

Your CARD parks and recreation facilities include:

Baroni Park	Rotary Park	CARD Center & Creekside Rose Garden
Ceres Park	Community Park	Chico Creek Nature Center
Hancock Park	Peterson Park	Dorothy F. Johnson Center
Henshaw Park	Oak Way Park	Lakeside Pavilion
DeGarmo Park	Wildwood Park	PV Recreation Center & Pool
Hooker Oak Park	Humboldt Ave. Skate Park	

Why has CARD placed Measure A on the ballot?

It is the District’s responsibility to provide public parks and recreation facilities that enrich our residents’ quality of life by promoting health, wellness, learning, and fun. CARD is one of the most utilized agencies in our area, with our parks, facilities, and programs serving hundreds of thousands of people annually. Our parks reflect the quality of our communities, improve property values, contribute to education, reduce crime, attract businesses, and create jobs.

CARD depends on fees and admissions from our facilities and programs as main sources of income in addition to property taxes, but this is not enough. With State-imposed decreases in taxes allocated to CARD, it is not feasible to keep up with capital improvements without other revenue sources. We continue to examine our budget, exploring all available options, such as State and Federal funding, private grants, and other sources of support. The CARD Board of Directors has voted to place a parcel tax on the March 3, 2020 ballot. The additional funds would be used to complete the projects outlined below.

How will Measure A funds be used?

- **Improve** public safety by enhancing security to reduce crime and homelessness in parks, including patrols and improvements such as lighting, parking lots, and other measures
- **Maintain and Improve** park bathrooms
- **Repair and Modernize** aging recreation centers, playgrounds, sports fields, and swimming pools to promote active and healthy living for people of all ages and all abilities
- **Finish** partially completed parks, and expand new facilities as necessary to maintain community standards and expectations

By law, ALL Measure A funds MUST stay local, dedicated to CARD parks and recreation facilities ONLY.

Why now?

The District is over 70 years old, and with a lack of stable funding comes deferred maintenance. We need to address safety concerns and provide upgrades to aging parks while creating and maintaining health-related programs for all - from our youth to our seniors. Chico Area Recreation & Park District has been working for several years investigating options to address its aging park and recreation facility needs. At the same time, the Great Recession and other conditions have greatly impacted the District's budget, making it impossible to fund needed repairs and upgrades to aging park and recreation facilities while still maintaining services for the community.

What about other funding?

CARD makes every effort to use resources wisely and has proven its fiscal responsibility over the years. CARD depends on fees and admissions from our facilities and programs as main sources of income in addition to property taxes, but this is not enough. With State-imposed decreases in taxes allocated to CARD, it is not feasible to keep up with capital improvements without other revenue sources.

Doesn't the City of Chico pay for park services?

Historically, CARD and the City of Chico have both been responsible for parks, recreation, and open space resources, facilities, and services, with the City of Chico having primary responsibility for Bidwell Park and some neighborhood parks and CARD having primary responsibility for recreation programs and community parks. Currently, the City and CARD have been working to realign responsibility of the development and maintenance of neighborhood parks to CARD. In 2010, the City transferred several neighborhood parks to CARD's care, with more parks potentially transferring to CARD at a later time.

Is there a plan for CARD park and recreation facilities projects?

CARD values park and recreation facilities master planning. We review and update our master plan on an ongoing basis to target services and reflect the needs of our community. The current Master Plan was updated in 2018.

Why should I care about parks and recreation facilities upgrades?

CARD is one of the most utilized agencies in our area, with our parks, facilities, and programs serving thousands of people annually. Our parks reflect the quality of our communities, improve property values, contribute to education, reduce crime, attract businesses, and create jobs.

What is the actual ballot question that voters will be asked to decide on in March?

"To increase park safety, complete park construction/renovation, maintain clean, safe parks/recreational programs for District residents, upgrade lighting, security, and other safety features, repair aging recreation centers, restrooms, playgrounds, fields/facilities that promote healthy living for seniors/youth, improve ADA accessibility, shall the Chico Area Recreation and Park District levy \$85 per parcel per year, subject to annual CPI adjustment, until ended by voters, raising approximately \$3,000,000 per year with oversight and used exclusively for local recreation/parks?"

How can I be sure my tax dollars will go to CARD and be spent properly?

- By law, all Measure A funds stay local dedicated to CARD only.
- The State cannot take Measure A funding away.
- Oversight and mandatory audits will ensure funds are spent properly.

Will businesses share in the cost of potential measure?

Yes, both commercial and residential property owners will be subject to any assessment.

Have there been other CARD parcel taxes? If so, when was the last one?

CARD strives to be a model of financial responsibility, making every effort to spend taxpayer dollars wisely. Since 1948 and currently, there are no district-wide parcel taxes in place supporting CARD. Passing a parcel tax measure would create a new and stable local funding source for CARD parks and recreation programs.

Does CARD have an unfunded retirement liability?

CARD is part of the Cal PERS retirement system. CARD has established an aggressive payment schedule for the unfunded liability and will continue to adjust payments to minimize interest charges and reduce the payment schedule.

How much will the parcel tax measure cost?

Pending voter approval, the cost to local property owners will be \$7.08 a month or \$85 a year.

I live in the Oak Way Park, Peterson Park or Baroni Park assessment District and already pay a CARD assessment. Do I have to pay for both the current assessment and a new tax?

No. If Measure A is approved by voters, the CARD Board of Directors has approved dissolution of the assessment for those individuals that live in the Oak Way Park, Peterson Park and Baroni Park assessment Districts.

Who makes the final decision on Measure A?

Chico Area Recreation and Park District REGISTERED VOTERS have the final say when they vote for or against Measure A on the March 3rd ballot.

Who is eligible to vote on Measure A?

All registered voters within the Chico Area Recreation and Park District are eligible to vote on Measure A.

What's required for Measure A to pass (win)?

At least 66.67% of those who cast their ballots in the March 3rd Primary Election must vote in favor of Measure A for it to be approved.

Where to go for additional information?

For more information, please go to the CARD website at: www.chicorec.com or contact Ann Willmann, General Manager via email: annw@chicorec.com or by phone: 530-895-4711.

A New Way To **PLAY**

It is CARD's responsibility to provide public parks and recreation facilities that enrich our residents' quality of life by promoting health, wellness, learning, and fun. CARD is one of the most utilized agencies in our area, with our parks, facilities, and programs serving hundreds of thousands of people annually. Here is our plan for future upgrades and growth:

Completion of DeGarmo Park (14 Acres)

1. Synthetic multi use sports fields
2. Gymnasium (2-4 courts)
3. Inclusive/accessible playground
4. Aquatics facility that would include lap pool and recreation zero entry pool (similar to Gauche Aquatics Center in Yuba City)
5. Additional parking
6. Additional restroom

Oak Way Park

Replace both playground structures

CARD Community Center

1. Improve ADA accessibility to include parking lot upgrades, bathroom remodels, entry doors
2. Upgrade interior: Changes to surfaces, paint and fixtures

Lakeside Pavillion

Improved ADA accessibility to include paths of travel, patios and walkways, entry doors

Rotary Park

Replace both playground structures and improve use of space

Community Park

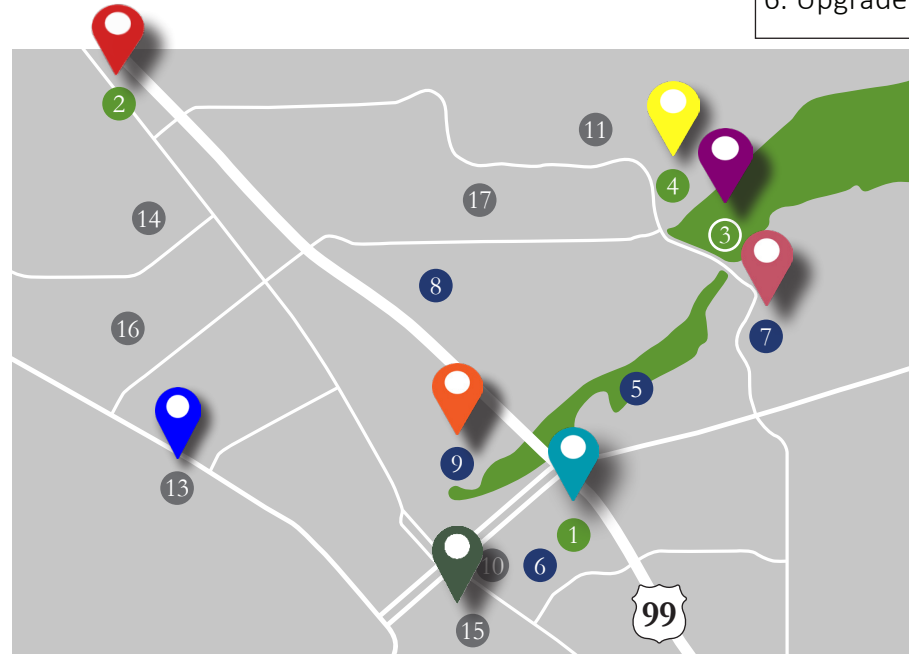
1. Renovate existing bathrooms
2. Build additional bathroom at north end of park
3. Add additional softball field to north end of park
4. Improve ADA accessibility in the park to include bathrooms, paths of travel, drinking fountains
5. Replace playground structures
6. Upgraded maintenance facility

Wildwood Park

1. Identify additional park opportunities
2. Replace and upgrade irrigation and turf throughout the park
3. Add additional picnic area

Hooker Oak Recreation Area

1. Identify additional park opportunities
2. Replace and upgrade irrigation and turf throughout the park
3. Add additional picnic area



COMMUNITY PARKS

- 1 Community Park
- 2 DeGarmo Park
- 3 Hooker Oak Park
- 4 Wildwood Park

COMMUNITY CENTERS

- 5 Chico Creek Nature Center
- 6 Dorothy F. Johnson Center
- 7 Lakeside Pavillion
- 8 PV Recreation Center & Pool
- 9 CARD Center & Creekside Rose Garden

NEIGHBORHOOD PARKS

- 10 Humboldt Ave. Skate Park
- 11 Hancock Park
- 12 Baroni Park
- 13 Oak Way Park
- 14 Peterson Park
- 15 Rotary Park
- 16 Henshaw Park
- 17 Ceres Park





Butte County Tourism Business Improvement District

Renewal Timeline

December 3, 2019

Action	Date	Responsible Party
Initiate project	December 2019	Civitas, EBC
Initial Steering Committee Meeting	December 2019	Bureau, Steering Committee
Ongoing Outreach and consensus building	December 2019 – March 2020	EBC, Steering Committee, Civitas
Develop initial draft Management District Plan (MDP)	January 2020	Civitas
Submit draft MDP to Steering Committee; ongoing review	January 2020	Civitas, Steering Committee
Submit draft MDP and Petition to County; ongoing review	February 2020	Civitas, County
Final MDP and Petition approved by County	March 2020	County
Petition Drive	March – April 2020	Steering Committee
Submit Petitions totaling over 50% of assessment to County	April 2020	County, Steering Committee
Board of Supervisors – Resolution of Intention Resolution of Intention to Renew District (<i>Can be on Consent Calendar</i>)	May 2020	County
Mail <ul style="list-style-type: none"> Notice of Public Meeting/Hearing - <i>Should be mailed 1 day after ROI is adopted. Must be mailed 45 days before public hearing. Clerk certification of mailing is required.</i> 	May 2020	Civitas, County
City Council Meeting <ul style="list-style-type: none"> Resolution Granting Consent from City of Gridley Presentation to City Councils on the TBID Renewal (Chico, Oroville, Paradise, Live Oak) 	Begin in May <i>*must be completed before July Public Hearing</i>	City of Gridley, EBC
Board of Supervisors – Public Meeting <ul style="list-style-type: none"> Public Meeting – No action required - <i>Must be held at least 10 days after Notice of Public Meeting/Hearing is mailed and at least 7 days before Public Hearing is held.</i> 	June 2020	County
Board of Supervisors – Public Hearing <ul style="list-style-type: none"> Public Hearing & Adopt Resolution of Formation - <i>Must be held at least 45 days after Notice is mailed.</i> 	July 2020	County
<ul style="list-style-type: none"> District begins collecting new assessment 	December 1, 2020	

The Butte County Board of Supervisors generally meet on Tuesdays throughout the month.



Butte County Tourism Business Improvement District Renewal

District Parameters Comparisons

December 5, 2019

Parameter	Current District	Renewed District
Term	5 years	10 years
Boundaries	Butte County – City of Gridley	Butte County + City of Gridley
Governance	Explore Butte County	Explore Butte County
Assessment	2%	2%, with an optional increase
Services	Sales & Marketing	Sales & Marketing*
Budget	\$554,000	\$850,000

Optional Increases	Assessment	Approximate Budget
Year 1	2%	\$850,000
Year 2	2.5%	\$1,062,500
Year 3	3%	\$1,275,000
Year 4	3.5%	\$1,487,500
Year 5	4%	\$1,900,000

Service Examples

**Explore Butte County would like to explore expanding the TBID's services. Examples of services from other districts have been provided for this purpose.*

Destination Product Development

Destination product development projects will be designed to improve the visitor experience in an effort to increase overnight visitation at assessed lodging businesses. As the total number of rooms sold and room prices increases over time, the amount of available funds for projects will increase. Working collaboratively with the County, the Owners' Association board will develop specific funding criteria. The County and Owners' Association staff shall have equal input to make recommendations for final project approval. The award of any public works contract for an approved project must be done in accordance with Municipal Code requirements. Policies and procedures acceptable to both the Owners' Association and the County will be developed. Projects may include but are not limited to:

- Comprehensive and integrated wayfinding signage system including signage to parking decks and lots;
- Rubber tire trolley transportation program connecting assessed lodging businesses with downtown and other attractions, to increase room night sales;
- Art and cultural projects, to attract overnight visitors;
- Gateway enhancements, to attract overnight visitors;

- Enhancements to environmental experiences, which attract overnight visitors, that expose visitors to the value of the vital ecosystems;
- Improvements to existing parks and sports facilities utilized by overnight visitors;
- Safe and fun entertainment complex for young teens and adults utilized by overnight visitors;
- Live music venue which attracts overnight visitors; and
- Infrastructure improvements that enhance Destination competitive position to attract desirable special events year around and attract overnight visitors.

Visitor Services Enhancements

The visitor services enhancement program will provide potential funding for programs and initiatives based on criteria to be developed by the Owners' Association. The focus of the visitor services enhancement program will be on the entire destination brand footprint to ensure a consistent brand experience throughout the destination. Visitor services enhancements may include but are not limited to:

- A long-term ambassador program with trained staff that supplements the current level of police presence around assessed businesses and encourages overnight visitation;
- Welcome Center and Kiosk improvements including new technology-driven visitor information enhancements; and
- Brand-centric visitor services training program for both public and private sector staff.



Butte County TBID Renewal Kick-Off Meeting

December 3, 2019
1:00pm

Conference line: (267) 930-4000 | Conference Code: 109-962-591#

Agenda

1. Introductions
2. Renewal Process & Timeline
3. Steering Committee – Create Ad Hoc at next Board Meeting
4. District Parameters
 - a. Term – 10 years
 - b. Boundaries – Include the City of Gridley
 - c. Governance – Explore Butte County
 - d. Assessment – 2%
 - e. Services – Same
 - f. Budget
5. Next Steps
 - a. Assessment Data
 - b. Obtain Assessed Business List
 - c. Draft Management District Plan
 - d. Future Meetings
6. Questions



Steering Committee Mission & Roles

Steering Committee Mission

The mission of the Steering Committee is to develop consensus around key issues, guide the development of the Management District Plan, guide the direction of the TBID, and develop support for the Management District Plan, concentrating on policy decisions and program outcomes.

Roles of the Steering Committee

- Monitor, guide and provide a “sense of reality” for the process to renew the TBID.
- Periodically meet with staff, plus review and critique draft reports and plans.
- Encourage stakeholders (i.e. hotel representatives) to attend focus groups, plan review workshops and any other participatory forums.
- Become community resources on the pros and cons of various elements of the TBID plan.
- Evolve into a “hotel sales team” that will assist staff in seeking support and gathering petitions from the hotel representatives.