

**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**

Betsy Yarbrough (County-wide)  
 Debbie Collins (Chico)  
 Evie Cameron (Paradise)  
 Heather MacDonald (County)  
 Heather Johnson (Oroville)  
 Giovanni Tricerri (County-wide)  
 Kelsey Torres (Chico)  
 Melissa Schuster (Paradise)

## REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – March 14, 2019

### ANNUAL 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 February 14, 2019

2.2 Approval of February 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. **SPECIAL AGENDA**

Presentation of recognition awards for directors and advisors for their year of service.

5. **REGULAR AGENDA**

**5.1 NOMINATIONS OF DIRECTORS FOR BOARD OF DIRECTOR SEATS EXPIRING MARCH 2019**

Per the 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 lodging businesses paying the BCTID assessment in December of 2018. The Nomination Committee met in January to review nominations and eligibility. The Nomination Committee made their recommendation of directors to the full Board at the February 14, 2019 board meeting. The Board, per precedent set at previous annual meetings, can make a call for nominations from the floor prior to accepting the slate of directors recommended by the Nomination Committee.

**Recommendation:** *To accept the slate of directors as presented by the Nomination Committee at the February 14, 2019 board meeting. The Nomination Committee has recommended:*

- *Mohammad Billah, University Inn – Chico Lodging*
- *Kiran Paragji, Americas Best Value Inn – Oroville Lodging*
- *Haroon Saddique – Best Western Paradise Hotel – Paradise Lodging*

*The two-year term of each director will begin March 14, 2019 and expire on March 11, 2021.*

## **5.2 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 the President.

“The officers of this corporation shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to the 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.”

President Bruce Spangler and Vice President Brook Isenberg (formally Smith) have both served a one (1) year term as officers which began at the annual meeting in March of 2018 and expires at the March 14, 2019 meeting. Secretary, Dori Franklin, was confirmed as Secretary during the March 2018 annual meeting and has one (1) additional year as Secretary. Scott Stoller was confirmed as Treasurer at the March 2018 meeting but has since resigned from the board. The Board did not take action to confirm a Treasurer to replace Scott Stoller when he resigned.

The current officers to be nominated and confirmed are:

- President, for a term of one (1) year
- Vice President, for a term of one (1) year
- Treasurer, for a term of two (2) years

**Recommendation:** *A call for nominations for officers of the board. President and Vice President will serve a term of one (1) year; Treasurer will serve a term of two (2) years. All Officers must be Directors.*

### **5.3 NOMINATION OF ADVISORS FOR THE ADVISORY BOARD, ALL SEATS EXPIRE AT 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 for 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 or 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 following table includes all the people and accompanying organizations who applied through the nomination process for advisory board seats.

<b>Jurisdiction</b>	<b>Name</b>	<b>Organization</b>
City of Biggs	N/A	
City of Biggs	N/A	
City of Chico	Debbie Collins*	City of Chico
City of Chico	Erin Morrissey	Downtown Chico Business Association
City of Oroville	Tony Catalano	Feather River Center
City of Oroville	N/A	
Town of Paradise	Melissa Schuster*	Paradise Town Council
Town of Paradise	Evie Cameron*	Blue Team Realty
Unincorporated County	Heather MacDonald*	County of Butte
Unincorporated County	Jennifer Leonard	Almendra Winery & Distillery
Countywide	Renee Buchan	Chico Velo
Countywide	N/A	

\*Currently on the advisory board.

The Board will hear nominations from the floor from any other parties interested in an advisory seat who did not apply through the nomination process.

**Recommendation:** *To consider accepting nominations for the available advisory board seats. All nominees must meet the minimum qualifications set forth in the bylaws to be considered.*

*The term of each advisor will begin March 14, 2019 and expire in one (1) year on March 12, 2021.*

#### **5.4 CONSIDERATION AND ASSIGNMENT OF COMMITTEES OF THE BOARD**

The bylaws of Explore Butte County outline the types, authority, and responsibilities of committees that can be convened by resolution and adopted by a majority of the Directors then in office.

The three types are as follows:

- Committees (in general):
  - Must be created by Board resolution adopted by a majority of Directors and consist of two or more Directors to serve at the pleasure of the Board.
  - The Board may appoint one or more Director as alternate members.
  - Shall have all the authority of the Board, to the extent provided in the Board resolution, with exceptions.
  - The meetings and actions of the committee are governed by, held, and taken under the provisions of the bylaws concerning meetings and board actions, with exceptions.
  - Notice of committee meetings will be given in accordance with Ralph M. Brown Act.
- Ad Hoc Nominations Committee (specifically named in the bylaws):
  - Appointed by the Board.
  - Composed of at least three (3) Directors.
  - The process and timeline for nominations is outlined in the bylaws.
  - The bylaws do not outline any ad hoc committees beyond an ad hoc nominations committee.
- Advisory Committee:
  - May be established by the Board.
  - Members may consist of directors or advisors.
  - May not exercise the authority of the Board but shall be limited to making recommendations to the Board.
  - Is subject to the supervision and control of the Board.

During the past few years of EBC's operation multiple advisory and ad hoc committees have been created for various reasons. The Board is being asked to consider the types of committees they would like to assign and with what authority. Sample committees that have been previously assigned:

- Nomination Committee
- Marketing Committee
- State Fair Committee

- Executive Committee
- Finance Committee
- Zone Marketing Committee

**Recommendation:** *To consider the outlined committees they would like to assign for the year. Both members of the committee and a committee chair should be assigned.*

<b><i>Committee Name</i></b>	<b><i>Type of Committee</i></b>	<b><i>Chair</i></b>	<b><i>Members</i></b>
<i>Nomination Committee</i>	<i>Ad Hoc</i>		
<i>Marketing Committee</i>	<i>Advisory, Standing, Brown Act</i>		
<i>State Fair Committee</i>			
<i>Executive Committee</i>			
<i>Finance Committee</i>			
<i>Zone Marketing Committee</i>	<i>Advisory</i>		

## **5.5 PRESENTATION BY EXPLORE BUTTE COUNTY'S ADVERTISING AGENCY, PORTERCO**

Explore Butte County is currently in contract with advertising agency, Porter Co from Sacramento, as the agency of record. Porter Co was awarded the advertising contract from the RFP distributed in 2018. The current Scope of Work is set to expire June 30, 2019. Shelly James, partner and EBC's account manager, to present up-to-date progress report on current scope of work and additional projects tasked to Porter Co.

## **5.6 CONSIDERATION OF NEGOTIATING AND EXTENDING ADVERTISING AGENCY CONTRACT WITH PORTERCO**

Porter Co is currently in contract with Explore Butte County as the Agency of Record and is working on a Scope of Work (SOW) as outlined in Request for Proposal (RFP), it is set to expire June 30, 2019. Porter Co has been a solid strategic partner meeting deadlines and goals. Denero is asking the Board to consider entering negotiations with Porter Co to develop, present and execute an additional SOW for eighteen (18) months beginning July 1, 2019 and expiring December 31, 2020.

**Recommendation:** *To authorize Denero to begin negotiations with Porter Co for an eighteen (18) month contract to begin July 1, 2019. Scope of work to be developed with Porter Co and EBC Marketing Committee and approved by full board of directors before current scope of work expires.*

## **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: April 11, 2019

**Board of Directors**

Bruce Spangler, President (Oroville)  
 Brooke Isenberg, Vice President (Chico)  
 Dori Franklin, Secretary (Chico)  
 John Pearson, (At Large)  
 Kiran Paragji, (Oroville)  
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## REGULAR EXPLORE BUTTE COUNTY BOARD MEETING MINUTES – February 14, 2019

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 – The board meeting was called to order by President Spangler at 12:04 p.m.

Present: Directors Spangler, Isenberg, Franklin\*, Pearson, Saddique, Billah, Johansson.  
 Advisors Collins, Cameron, MacDonald, Johnson, Schuster.

Absent: Director Paragji. Advisors Yarbrough, Tricerri, Torres.

Guests: Tony Catalano, Feather River Center; Carolyn Denero, EBC staff; Ashley Baer, EBC staff.

\*Late arrival.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of December 13, 2018

2.2 Approval of December 2018 and January 2019 Financial Reports

A motion was made by Director Isenberg and seconded by Director Billah to accept the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Pearson, Saddique, Billah, 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.

No public comment.

#### 4. **REGULAR AGENDA**

##### **4.1 CONSIDERATION OF LETTER OF SUPPORT FOR FEATHER RIVER CENTER EXPANSION**

The Feather River Center has requested a Letter of Support from Explore Butte County to be included in their grant applications for funding growth projects on at the Feather River Center on the Forebay. The projects for funding consideration include: a two-story, 10,000 square foot Boating Instruction and Safety Center to be used as the outdoor recreation and education center with classrooms, conference space, commercial kitchen, etc, that would be available as an event facility; a Community Sailing Center on the south forebay for boat repair and storage to support building sailing regatta events, and; developing an eight-lane, 2,000 rowing sprint course to allow hosting of Collegiate and Masters rowing sprint races and headraces (an income generator). Letter of Support from Explore Butte County would support the Feather River Center's proposed growth because it will support the economic development of Oroville, drive additional visitors and support outdoor recreation and conference offerings to Butte County. Letter included in board packet.

Tony Catalano, Executive Director of the Feather River Center, addressed the Board regarding projects planned for the Feather River Center at the Forebay.

A motion was made by Director Isenberg and seconded by Director Johansson to write a Letter of Support in favor of the Feather River Center's proposed plans for expansion because of their potential to increase travel and tourism to Butte County.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Saddique, Billah, Johansson

NOES: None

ABSTENTIONS: None

##### **4.2 CONSIDERATION OF THE SLATE OF DIRECTORS TO FILL EXPIRING BOARD SEATS**

The Nomination Committee met January 18, 2019 to review the official applications for the Board of Directors expiring seats. Those seats expiring in March include Haroon Saddique representing Paradise Hotel, Kiran Paragji representing Americas Best Value Inn Oroville, and Mohammad Billah representing University Inn Chico. There is also a vacant seat for Unincorporated Lodging. The committee received one application for nomination for each of the expiring seats, but there were no nominees for the Unincorporated Lodging seat.

Directors Spangler and Isenberg reviewed the Nominating Committee's meeting and recommendations.

A motion was made by Director Isenberg and seconded by Director Person to approve the recommendation of the Nominating Committee of the following slate of Directors for the expiring board seats as all nominees met the requirements set forth in the bylaws:

- Haroon Saddique – representing Paradise Hotel, Paradise Lodging
- Kiran Paragji – representing Americas Best Value Inn, Oroville Lodging
- Mohammad Billah – representing University Inn, Chico Lodging

All terms would be 2-year terms beginning March 13, 2019 and expiring in March of 2021 should TBID funding be extended beyond November 2020. There were no nominees for the Unincorporated Lodging.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Saddique, Billah, Johansson

NOES: None

ABSTENTIONS: None

#### **4.3 CONSIDERATION OF THE DETAILED 6000-SALES AND MARKETING EXPENSE**

The 2019 budget was built to include expenses from unrestricted assets to bolster creative and advertising. A more detailed plan for the marketing budget has been developed and is being submitted for review and approval.

Carolyn Denero presented plans for the \$400,000 allocated from the unrestricted net assets for the 2019 budget by the Board of Directors. Details included plans for mini-advertising campaigns supporting already existing Butte County events, investment in new creative of content, video and photography, extension of contracts with agency partners, creation and printing of new collateral, hosting FAM trips and EBC branded swag.

A motion was made by Director Johansson and seconded by Director Franklin to approve the proposed detailed outline for the 2019 Sales and Marketing expenses.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Saddique, Billah, Johansson

NOES: None

ABSTENTIONS: None

#### **4.4 CONSIDERATION OF AN AD HOC COMMITTEE TO CREATE EVALUATION AND ASSESSMENT TOOL FOR EXECUTIVE DIRECTOR CONTRACT**

Per the contract executed between the Board of Directors and Executive Director, the evaluation and assessment tools for Executive Director's performance needs to be created and added to the Bylaws. Per the contract: *"The EBC Board of Directors shall evaluate and assess in writing the performance of the ED on or about the anniversary of the Effective Date during each year in which the agreement continues. This evaluation and assessment shall be based upon the goals and objectives with performance standards as agreed upon by the EBC Board of Directors for the agreement term. The evaluation and the processes involved shall be in accordance with the EBC Board of*



*Directors adopted evaluation procedures outlined in the bylaws.”* The bylaws do not include an evaluation procedure.

A motion was made by Director Spangler and seconded by Director Isenberg to convene an ad hoc committee to create an evaluation procedure for Executive Director review. The ad hoc committee members are Directors Spangler and Johansson.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Saddique, Billah, Johansson

NOES: None

ABSTENTIONS: None

5. **REPORTS AND COMMUNICATIONS**

5.1 **Marketing Report** *Bruce Spangler*

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

5.3 **Executive Director Report** *Carolyn Denero*

6. **ADJOURNMENT**

The meeting was adjourned at 1:20 p.m.

Note that the Annual Meeting will take place on March 14, 2019, not March 13, 2019 as noted on the meeting agenda.

Board minutes respectfully submitted by Carolyn Denero.

Explore Butte County  
**Balance Sheet**  
As of February 28, 2019

	Feb 28, 19
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,073,043.93
Total Checking/Savings	1,073,043.93
Total Current Assets	1,073,043.93
Fixed Assets	
1500 · Furniture and Equipment	10,946.32
1600 · Accumulated depreciation	-830.00
Total Fixed Assets	10,116.32
<b>TOTAL ASSETS</b>	<b>1,083,160.25</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card	4,811.71
Total Credit Cards	4,811.71
Other Current Liabilities	
2400 · Payroll Liabilities	5,496.13
Total Other Current Liabilities	5,496.13
Total Current Liabilities	10,307.84
Total Liabilities	10,307.84
Equity	
3200 · Unrestricted Net Assets	990,696.03
3300 · Net Assets - Reserved	
3350 · Reserved - TBID Renewal Fees	75,000.00
3360 · Reserved - Zone Marketing	125,673.29
Total 3300 · Net Assets - Reserved	200,673.29
Net Income	-118,516.91
Total Equity	1,072,852.41
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,083,160.25</b>

## Explore Butte County

## Profit &amp; Loss

February 2019

	Feb 19
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	16.89
4820 · Miscellaneous Revenue	400.00
Total 4800 · Other Types of Income	416.89
Total Income	416.89
Gross Profit	416.89
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	15,170.02
6030 · Conferences	734.42
6050 · Creative Services	100.70
6100 · Marketing contracts	
6110 · Advertising Agencies	4,741.34
6100 · Marketing contracts - Other	1,258.50
Total 6100 · Marketing contracts	5,999.84
6200 · Meals	215.69
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	11,778.62
6420 · Staffing - Payroll Taxes - Mktg	1,157.68
6430 · Workers comp insurance	48.28
Total 6400 · Staffing - Marketing	12,984.58
6700 · Website	306.00
Total 6000 · Sales and Marketing Expense	35,511.25
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	8,500.00
Total 6900 · Zone and Micro-Marketing	8,500.00
7000 · Administration Expenses	
7050 · Education	44.37
7070 · General Administration	260.06
7200 · Meals	43.21
7300 · Office supplies	293.28
7310 · Postage	161.00
7320 · Printing and Copying	39.19
7330 · Professional fees - Accounting	1,525.00
7360 · Rent/ Office Space	770.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,705.90
7420 · Payroll taxes - admin	249.83
7430 · Workers comp insurance	2.54
Total 7400 · Staffing - Admin	2,958.27
7500 · Subscriptions	115.56
7560 · Telephone, Telecommunications	253.11
7570 · Travel	292.39
Total 7000 · Administration Expenses	6,755.44
Total Expense	50,766.69
Net Ordinary Income	-50,349.80
Net Income	-50,349.80

# Explore Butte County

## Profit & Loss Budget Overview

### January through February 2019

	Jan - Feb 19	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	0.00	926.00	-926.00
4300 · Chico	0.00	73,173.00	-73,173.00
4400 · Oroville	0.00	18,525.00	-18,525.00
<b>Total 4000 · Program Income</b>	<b>0.00</b>	<b>92,624.00</b>	<b>-92,624.00</b>
4800 · Other Types of Income			
4810 · Interest Income	36.55		
4815 · CTA Registrations	0.00	416.00	-416.00
4820 · Miscellaneous Revenue	400.00		
<b>Total 4800 · Other Types of Income</b>	<b>436.55</b>	<b>416.00</b>	<b>20.55</b>
<b>Total Income</b>	<b>436.55</b>	<b>93,040.00</b>	<b>-92,603.45</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	18.00	-18.00
5300 · 2% Fee - Chico	0.00	1,464.00	-1,464.00
5400 · 2% Fee - Oroville	0.00	370.00	-370.00
<b>Total 5000 · 2% Fee</b>	<b>0.00</b>	<b>1,852.00</b>	<b>-1,852.00</b>
<b>Total COGS</b>	<b>0.00</b>	<b>1,852.00</b>	<b>-1,852.00</b>
<b>Gross Profit</b>	<b>436.55</b>	<b>91,188.00</b>	<b>-90,751.45</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	21,775.39	12,500.00	9,275.39
6020 · Capital Display	0.00	166.00	-166.00
6030 · Conferences	1,577.38	834.00	743.38
6050 · Creative Services	1,470.93	18,666.00	-17,195.07
6060 · CTA Program	5,000.00	2,500.00	2,500.00
6070 · Dues and Memberships	0.00	666.00	-666.00
6100 · Marketing contracts			
6110 · Advertising Agencies	32,315.05	54,166.00	-21,850.95
6120 · Jack Rabbit	0.00	2,000.00	-2,000.00
6100 · Marketing contracts - Other	1,258.50		
<b>Total 6100 · Marketing contracts</b>	<b>33,573.55</b>	<b>56,166.00</b>	<b>-22,592.45</b>
6200 · Meals	274.95	384.00	-109.05
6320 · Printing	0.00	8,334.00	-8,334.00
6340 · Public Relations	1,158.39	5,000.00	-3,841.61
6350 · Sales and Marketing Exp. -Other	0.00	1,500.00	-1,500.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	16,382.66	16,625.00	-242.34
6420 · Staffing - Payroll Taxes - Mktg	1,712.42	1,500.00	212.42
6430 · Workers comp insurance	96.56	166.00	-69.44
<b>Total 6400 · Staffing - Marketing</b>	<b>18,191.64</b>	<b>18,291.00</b>	<b>-99.36</b>
6600 · State Fair Exhibit	0.00	4,166.00	-4,166.00
6700 · Website	306.00	2,666.00	-2,360.00
<b>Total 6000 · Sales and Marketing Expense</b>	<b>83,328.23</b>	<b>131,839.00</b>	<b>-48,510.77</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	26,000.00	9,262.00	16,738.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>26,000.00</b>	<b>9,262.00</b>	<b>16,738.00</b>
7000 · Administration Expenses			
7010 · Advertising	0.00	125.00	-125.00
7020 · Bank fees	0.00	16.00	-16.00
7030 · Conference, Convention, Meeting	0.00	166.00	-166.00
7040 · Contract services	0.00	208.00	-208.00
7050 · Education	1,191.37	584.00	607.37
7060 · Filing fees/ taxes	0.00	16.00	-16.00
7070 · General Administration	597.03	1,666.00	-1,068.97
7100 · Insurance	0.00	434.00	-434.00

3:21 PM

03/06/19

Accrual Basis

**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through February 2019

	Jan - Feb 19	Budget	\$ Over Budget
7200 · Meals	43.21	125.00	-81.79
7210 · Membership dues	0.00	166.00	-166.00
7300 · Office supplies	443.37	400.00	43.37
7310 · Postage	161.00	84.00	77.00
7320 · Printing and Copying	39.19	166.00	-126.81
7330 · Professional fees - Accounting	1,525.00	2,500.00	-975.00
7340 · Professional fees - Legal	0.00	416.00	-416.00
7350 · Promotion	0.00	16.00	-16.00
7360 · Rent/ Office Space	1,540.00	1,666.00	-126.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	2,949.68	3,670.00	-720.32
7420 · Payroll taxes - admin	277.57	334.00	-56.43
7430 · Workers comp insurance	5.08	44.00	-38.92
<b>Total 7400 · Staffing - Admin</b>	<b>3,232.33</b>	<b>4,048.00</b>	<b>-815.67</b>
7500 · Subscriptions	214.12	250.00	-35.88
7560 · Telephone, Telecommunications	346.22	400.00	-53.78
7570 · Travel	292.39	334.00	-41.61
7900 · Admin Expense- Other	0.00	166.00	-166.00
<b>Total 7000 · Administration Expenses</b>	<b>9,625.23</b>	<b>13,952.00</b>	<b>-4,326.77</b>
8000 · Contingency	0.00	2,791.00	-2,791.00
<b>Total Expense</b>	<b>118,953.46</b>	<b>157,844.00</b>	<b>-38,890.54</b>
<b>Net Ordinary Income</b>	<b>-118,516.91</b>	<b>-66,656.00</b>	<b>-51,860.91</b>
<b>Net Income</b>	<b>-118,516.91</b>	<b>-66,656.00</b>	<b>-51,860.91</b>

# Explore Butte County

## Profit & Loss

January through February 2019

	Jan - Feb 19
<b>Ordinary Income/Expense</b>	
Income	
4800 · Other Types of Income	
4810 · Interest Income	36.55
4820 · Miscellaneous Revenue	400.00
<b>Total 4800 · Other Types of Income</b>	<b>436.55</b>
<b>Total Income</b>	<b>436.55</b>
<b>Gross Profit</b>	<b>436.55</b>
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	21,775.39
6030 · Conferences	1,577.38
6050 · Creative Services	1,470.93
6060 · CTA Program	5,000.00
6100 · Marketing contracts	
6110 · Advertising Agencies	32,315.05
6100 · Marketing contracts - Other	1,258.50
<b>Total 6100 · Marketing contracts</b>	<b>33,573.55</b>
6200 · Meals	274.95
6340 · Public Relations	1,158.39
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	16,382.66
6420 · Staffing - Payroll Taxes - Mktg	1,712.42
6430 · Workers comp insurance	96.56
<b>Total 6400 · Staffing - Marketing</b>	<b>18,191.64</b>
6700 · Website	306.00
<b>Total 6000 · Sales and Marketing Expense</b>	<b>83,328.23</b>
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	26,000.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>26,000.00</b>
7000 · Administration Expenses	
7050 · Education	1,191.37
7070 · General Administration	597.03
7200 · Meals	43.21
7300 · Office supplies	443.37
7310 · Postage	161.00
7320 · Printing and Copying	39.19
7330 · Professional fees - Accounting	1,525.00
7360 · Rent/ Office Space	1,540.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,949.68
7420 · Payroll taxes - admin	277.57
7430 · Workers comp insurance	5.08
<b>Total 7400 · Staffing - Admin</b>	<b>3,232.33</b>
7500 · Subscriptions	214.12
7560 · Telephone, Telecommunications	346.22
7570 · Travel	292.39
<b>Total 7000 · Administration Expenses</b>	<b>9,625.23</b>
<b>Total Expense</b>	<b>118,953.46</b>
<b>Net Ordinary Income</b>	<b>-118,516.91</b>
<b>Net Income</b>	<b>-118,516.91</b>

**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**

Betsy Yarbrough (County-wide)  
Debbie Collins (Chico)  
Evie Cameron (Paradise)  
Heather MacDonald (County)  
Heather Johnson (Oroville)  
Jovanni Tricerri (County-wide)  
Kelsey Torres (Chico)  
Melissa Schuster (Paradise)

**NOMINATION COMMITTEE MEETING – January 18, 2019****MINUTES**

Oxford Suites Meeting Room  
2035 Business Lane, Chico  
11:30 AM – 12:00 PM

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**PURPOSE:** To review and recommend nominations for pending board of director vacancies.

1. **Attendance**  
Committee members present: Brooke Isenberg, Bruce Spangler, and Dori Franklin.  
Guest: Carolyn Denero
2. **Review Board of Director Nomination applications and make recommendations for each of the vacating seats.**

**Recommendation:** The Nomination Committee would like to nominate

- Mohammad Billah, Owner of University Inn for Chico seat.
- Haroon Saddique, Manager of Best Western, Paradise Hotel for Paradise seat.
- Kiran Piragji, Manager of Americas Best Value Inn Oroville for Oroville seat.

Bruce to follow up with Kiran for confirmation of interest.

**Recommendation:** create a more formal timeline regarding noticing and recruitment of board members and include opportunity for interested parties to attend meetings prior to applying.

3. **Review of process and procedure for filling advisory board seats.** The committee will review interested advisors and make a recommendation to the full Board in March.

**Recommendation:** create a procedure and timeline for recruiting and filling advisory board seats.

Nominations – Board of Directors (All received prior to deadline via email)

Sun, Dec 30, 6:21 PM (received via email)

Haroon Saddique

Genral Manager,

Best Western Paradise Hotel,  
5475 Clark Road, Paradise, Ca ,95969

I am interested in the board seat for Explore Butte County. I have been with the board from the start and have seen it grow and mature into what it is today. I would like to continue to be a part of the process and help make Butte county a tourist destination. My immediate goal would be to help with the rebuild process in Paradise.

Thank you,  
Haroon Saddique

Dec 31, 2018, 2:54 PM (received via email)

Hi Carolyn,  
As you know, I am the owner of University Inn located 630 Main Street, Chico, CA 95928  
I like to serve another term for Board of Director in Chico lodging area.  
Thank you  
Mohammad Billah

On Tue, Jan 1, 2019 at 6:28 AM Aroon Patel <[abvioroville@outlook.com](mailto:abvioroville@outlook.com)> wrote:  
Hi Carolyn,

As you know I have been on the board since the inception. As much as i would like to carry on I think, I need to step down due to the pressure of work. Also sometimes feeling the lack of input from both in working in a committee and contributing more time to the board, in events.

I do realize that you may not find a replacement in the criteria required or someone from Oroville. I am talking to the other Hotel owners to volunteer their services on the board and I hope I succeed.

If push comes to a shove and we do not find a replacement then I suppose I will continue.

Kiran Paragji  
for: Americas Best value Inn Oroville



## **ARTICLE VII OFFICERS**

**Section 7: Responsibilities of President.** Subject to the control of the Board, the President shall be the executive officer of the Corporation and shall supervise, direct, and control the Corporation's activities, affairs, officers, and staff. The President shall preside at all meetings of the Board. The President shall have such other powers and duties as the board or the bylaws may require. Additionally, the President shall be authorized to sign checks, drafts, endorsements, notes and evidence of indebtedness of the Corporation issued by the Corporation.

**Section 8: Responsibilities of Vice President.** If the President is absent or disabled, the Vice President, if any, shall perform all duties of the President. When so acting, the Vice President shall have all powers of and be subject to all restrictions on the President. The Vice President shall have such other powers and duties as the board or the bylaws may require.

**Section 9: Responsibilities of Secretary.** The Secretary of the corporation shall have the following responsibilities:

- A. The Secretary shall keep or cause to be kept, at the corporation's principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, and of committees of the Board. The minutes of meetings shall include the time and place that the meeting was held; whether the meeting was annual, general, or special, and if special, how authorized; the notice given; the names of persons present at Board and committee meetings; and any action taken and the vote or abstention on that action of each Director present for the action.
- B. The Secretary shall keep or cause to be kept, at the corporation's principal office, a copy of the Articles of Incorporation and Bylaws, as amended to date.
- C. The Secretary shall keep or cause to be kept, at the corporation's principal office or at a place determined by resolution of the Board, a record of the Corporation's Directors, showing each Director's name, address, and business represented.
- D. The Secretary shall give, or cause to be given, notice of all meetings that these Bylaws require to be given. The Secretary shall keep the corporate seal, if any, in safe custody and shall have such other powers and perform such other duties as the Board or the Bylaws may require.
- E. The Secretary shall maintain, or cause to be maintained, the corporation's records in accordance with the requirements of the California Public Records Act, Government Code §6250 et seq.

**Section 10: Responsibilities of Treasurer.** The Treasurer of the corporation shall have the following responsibilities:

- A. The Treasurer shall keep and maintain, or cause to be kept and maintained, adequate and correct books and accounts of the corporation's properties and transactions. The Treasurer shall send or cause to be given to the Directors such financial statements and reports as are required to be given by law, by these Bylaws, by the BCTBID Management District Plan, or by the Board. The books of account shall be open to inspection by any Director at all reasonable times.
- B. The Treasurer shall deposit, or cause to be deposited, all money and other valuables in the name and to the credit of the corporation with such depositories as the Board may designate;

shall disburse the corporation's funds as the Board may order; shall render to the President and the Board, when requested, an account of all transactions as Treasurer and of the financial condition of the corporation; and have such other powers and perform such other duties as the Board or these Bylaws may require.

# Request for Consideration for Advisor Position Representing Chico

Inbox

EBC nomination@



**Debbie Collins**

Tue, Feb  
5, 4:08  
PM

to nomination@explorebuttecounty.com, me

Explore Butte County Nomination Committee:

I respectfully request that you consider re-appointing me, on behalf of the City of Chico, to one of the Explore Butte County advisor positions representing Chico.

Deborah M. Collins  
Management Analyst  
City of Chico, City Manager's Office  
P.O. Box 3420 / 411 Main Street  
Chico, CA 95927 / 95928

The City of Chico values its partnership with Explore Butte County and desires to continue its active involvement in the promotion of tourism and economic development in Butte County through participation in an advisory capacity to the Explore Butte County Board of Directors. I have been an advisor to the EBC Board on behalf of the City of Chico for two years and believe I have made meaningful contributions to the success of EBC. I would be honored to serve another year in this capacity to continue to support EBC's mission.

Thank you for your consideration.  
Debbie

**Deborah M. Collins**  
Management Analyst  
City of Chico, City Manager's Office  
P.O. Box 3420 / 411 Main Street  
Chico, CA 95927 / 95928  
**530-896-7204**  
[debbie.collins@chicoca.gov](mailto:debbie.collins@chicoca.gov)

# Advisory Board

Inbox

EBC nomination@



**Feather River Center via [explorebuttecounty.com](http://explorebuttecounty.com)**

Wed, Feb  
6, 10:32  
AM

to nomination

Dear EBC Board Members,

I'd like to be considered as an Advisory Board Member for the Oroville area.

I am Tony Catalano, the Executive Director of the Feather River Center which operates programs at the Forebay Aquatic Center located in the Thermalito North Forebay SRA at 930 Garden Drive, Oroville.

I am interested in this position because I believe in Butte County's promise as a destination for explorers. We have so much to offer the outdoor, and indoor enthusiasts, such as hiking/camping, boating/paddling, cycling, fishing, ranching, dining, and history. Butte County is unique in our geography spanning from Valley/Rivers to Sierra/Cascade Foothills, being the home of the State Water Project and CSUC, and a strong ag presence featuring almonds, walnuts, rice, olives, and citrus being dominant.

We are off the beaten path but accessible via state and interstate highways.

My experience as a resident and director of a local recreation/education facility could be helpful bringing tourism dollars to our county.

Sincerely,

Tony Catalano

# Advisory Board nomination

Inbox

EBC nomination@



**Erin Morrissey**

Wed, Feb  
6, 12:11  
PM

to nomination

Please include me in the nominations for the Explore Butte County Advisory Board position.

Downtown Chico is a key destination in Butte County for shopping, dining, staying and playing! We hold 10 major events a year, work tirelessly to ensure a clean, safe and beautiful downtown, advocate for Downtown and surrounding Businesses and have strong partnerships with local agencies, government and the university. My experience in marketing, PR and event promotion will add value to the board.

My contact details are below.

Please let me now if you need anything else from me!

Thanks  
Erin

**Erin Morrissey**

Community Events and Marketing Director  
Downtown Chico Business Association  
330 Salem, Chico Ca 95928  
[erin@downtownchico.com](mailto:erin@downtownchico.com) | (530) 345-6500  
[www.downtownchico.com](http://www.downtownchico.com)

----- Forwarded message -----

From: **Melissa Schuster** <[ladymofparadise@hotmail.com](mailto:ladymofparadise@hotmail.com)>

Date: Wed, Feb 6, 2019 at 10:04 AM

Subject: Advisory Board Nominations

To: Carolyn Denero <[carolyn@explorebuttecounty.com](mailto:carolyn@explorebuttecounty.com)>

Dear Board Members,

Please consider reappointment of my position as an Advisory Board Member.

With my extensive experience working within the Tourism Industry, and my contacts throughout the Region, I believe I can be of value to the Board from an Advisory standpoint. At our December 2018 meeting, the Paradise Town Council expressed their desire for my continued presence on the TBID Advisory Board.

The recent Camp Fire, as you well know, has created an unprecedented situation requiring new and unusual responses to challenges faced by the Explore Butte County BOD. I believe I am uniquely positioned to offer guidance and participate in decisions and projects moving forward.

It would be my honor to continue to serve Paradise, the region and the TBID in this capacity.

Sincerely,

Melissa Schuster

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# Nomination for Advisory Position for Paradise

Inbox

EBC nomination@



**Evie Cameron**

Thu, Feb 21,  
11:24 AM (7  
days ago)

to nomination

Name: Evie Cameron

Title: Broker

Business: Blue Team Realty

Address: 6141 Center Street, Paradise, CA 95969

Reason for interest in advisory position:

Well, the Camp Fire destroyed everything except the hearts of the people of Paradise. The support and affection of the other communities in Butte County illustrated what a wonderful place we live. I want others to come and enjoy this area, and everything it has to offer, now more than ever. We have something worth sharing. I want to be a part of the work that brings people here, and hopefully, brings people back.

Sincerely,  
Evie Cameron, Broker Associate

Blue Team Realty  
6141 B Center Street  
Paradise, CA 95969

530-  
941-7955

**Mobile**

530-  
292-8115

**Desk**

**/Fax**

530-961-3400 **Main Office**



## Butte County Administration

Shari McCracken  
Interim Chief Administrative Officer

25 County Center Drive, Suite 200  
Oroville, California 95965

T: 530.552.3300  
F: 530.538.7120

[buttecounty.net/administration](http://buttecounty.net/administration)

*Members of the Board*

*Bill Connelly | Maureen Kirk | Steve Lambert | Doug Teeter | Larry Wahl*

February 21, 2018

Board of Directors  
Explore Butte County  
PO Box 2154  
Chico CA 95927

### **Re: Advisory Board Nomination**

Dear Board of Directors:

I have had the privilege to serve as an advisory board member for Explore Butte County representing the unincorporated area of the County for the past year. I have gained knowledge and insight into the tourism industry in Butte County and helped to move the initiatives of Explore Butte County forward. I am requesting an appointment to the advisory board for the next year to continue to promote Butte County as a tourism destination.

As an economic and community development professional, I have experience marketing Butte County to potential businesses as an ideal place to live, work, and play. I have worked on outreach materials and prepared proposals for interested businesses. I have knowledge of the County as a whole, including benefits and assets it has to offer visitors in the recreational, retail, restaurant, and lodging areas. Appointing me as an advisory board member supports continuity within Explore Butte County membership so that traction is not lost.

In the past year, I have worked closely with Explore Butte County staff on the State Fair Exhibit, the brand launch party, and the development of the Zone Marketing Grant Guidelines. I look forward to continuing to work on the State Fair Exhibit, the State Capitol Display, Business Ambassador Program, and the awarding of Zone Marketing Grants, just to name a few.

In my position at Butte County, I had the opportunity to see the formation of Explore Butte County and the following development of Explore Butte County into the organization it is today. It would be a pleasure to continue the work of Explore Butte County. Thank you for your consideration.

Sincerely,

Heather MacDonald  
Management Analyst, Associate  
Butte County Economic and Community Development  
25 County Center Drive, Suite 213  
Oroville CA 95965





Renee Buchan  
Executive Director  
Chico Velo Cycling Club  
125 W 3rd Street Suite 210  
Chico, CA 95928

Nomination Committee  
Explore Butte County

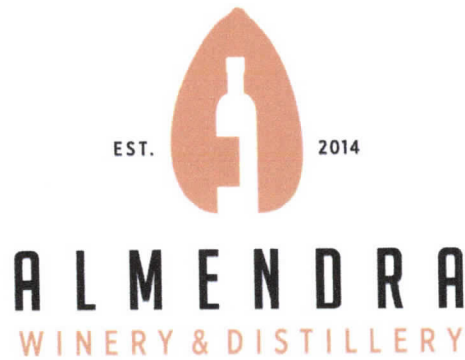
As Executive Director of Chico Velo, I would be honored to serve as an advisor with Explore Butte County to help increase tourism through cycling in Butte County.

Chico Velo is a non-profit bicycling education and advocacy organization. Our main source of funding is through our events throughout the year that highlight Butte County. Our largest event being the Chico Velo Wildflower Century with over 3,000 participants. The ride visits 8 different cities and covers a range of Butte County. We have a number of other events that span the county as well working with all law enforcement agencies, city agencies, Caltrans, BCAG, and County government. We have a number of partnerships with both businesses and non-profits throughout the county and beyond.

Working with all these different agencies and businesses has given me a very unique perspective on Butte County which I hope to put to good use as an advisor for Explore Butte County. Thank you so much for your consideration. I look forward to hearing from you.

Sincerely,

Renee Buchan  
Executive Director  
Chico Velo Cycling Club  
125 W 3rd Street Suite 210  
Chico, CA 95928  
[reneebuchan@chicovelo.org](mailto:reneebuchan@chicovelo.org)  
Office: 530-343-8356  
Mobile: 530-321-8422



February 28, 2019

RE: Explore Butte County Advisor Position

Dear Board Members at Large,

I would like to be nominated for an Advisor position to the Explore Butte County Board. Having worked at and previously owned developing wineries in Butte County for the last 10 years I have been immersed in the wine industry and have worked to promote Butte County as a wine destination. I firmly believe that Butte County is an undiscovered tourism region and together we can work to change that. Wineries and distilleries are huge tourism draws and I believe that my inside knowledge of the industries will be an extremely valuable asset to this board.

Jennifer Leonard  
Wine Club & Sales Manager  
Almendra Winery & Distillery  
9275 Midway, Durham CA 95938  
530-343-6893 x101

Thank you for your consideration,

Jennifer Leonard



## Explore Butte County Agenda Report

Meeting Date:

TO: Board of Directors

FROM: Carolyn Denero

RE: Board Designated Committees

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### REPORT IN BRIEF:

EBC bylaws outline the type and authority of three different committees that can be designated by the Board. Since inception of EBC there have been various committees who meet for various tasks. Since staff have been hired, the need for regular committee meetings have decreased. Because directors and advisors turn over annually it makes sense to review committees and members during the annual meeting to set the expectation for the coming year. The annual meeting is the perfect opportunity for all board members to learn about the committees and volunteer to serve at a deeper level for the year.

#### Recommendation:

Board discussion about committees and which they would like to assign for the coming year.

### FISCAL IMPACT:

N/A

### BACKGROUND:

The EBC board of directors have relied heavily on committees to move forward progress of the organization since inception in 2015. Many items were decided on by the Board but those things that required more research and planning were usually delegated to a group or committee who met and did the work and then reported to the full Board for either update or action.

Since hiring of staff there has not been such a large demand for committees to complete work, rather they are convened to discuss and make recommendations for direction of the organization.

Per EBC Bylaws:

### ARTICLE VIII COMMITTEES

**Section 1: Establishment.** The Board, by resolution adopted by a majority of the Directors then in office, may create one or more committees, each consisting of two or more Directors, to serve at the pleasure of the Board. Appointments to committees of the Board shall be by majority vote of the Directors then in office. The Board may appoint one or more Directors as alternate members of such committee, who may replace any absent member at any meeting. Any such committee shall have all the authority of the Board, to the extent provided in the Board resolution, except that no committee may do the following:

- A. Fill vacancies on the Board or any committee of the Board;
- B. Fix compensation of the Directors for serving on the Board or any committee;
- C. Amend or repeal Bylaws or adopt new Bylaws;
- D. Amend or repeal any resolution of the Board that by its express terms is not so amendable or repealable;
- E. Create any other committees of the Board or appoint the members of committees of the Board; or
- F. Expend corporate funds to support a nominee for Director if more people have been nominated for Director than can be elected; or
- G. With respect to any assets held in charitable trust, approve any contract or transaction between this corporation and one or more of its Directors or between this corporation and an entity in which one or

more of its Directors have a material financial interest, subject to the approval provisions of Corporations Code §5233(d)(3).

**Section 2: Meetings and Actions of Committees.** Meetings and actions of committees shall be governed by, held, and taken under the provisions of these Bylaws concerning meetings and other Board actions, except that the time for general meetings of committees and calling of special meetings of committees may be set either by Board resolution, or if none, by resolution of the committee. Notice of committee meetings will be given in accordance with the provisions of the Ralph M. Brown Act. Minutes of each meeting shall be kept and shall be filed with the corporate records, and in accordance with the provisions of the California Public Records Act. The Board may adopt rules for governance of any committee as long as the rules are consistent with these Bylaws. If the Board has not adopted rules, the committee may do so.

**Section 3: Ad Hoc 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 Nominations 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.

**Section 4: Advisory Committees.** The Board may establish one or more advisory committees. The members of any advisory committee may consist of directors or advisors. Advisory committees may not exercise the authority of the Board to make decisions on behalf of the corporation, but shall be limited to making recommendations to the Board or the Board's authorized representatives and to implementing Board decisions and policies. Advisory committees shall be subject to the supervision and control of the Board.

## DISCUSSION:

- **Nomination Committee.** The bylaws spell out that the nomination committee is to be ad hoc. The 2018/2019 nomination committee created updated procedures that would start the recruitment of new directors and advisors earlier in the year. If the nomination committee members are pre-selected they can build their calendar and start working when necessary.
- **Marketing Committee.** This committee has been the most regular committee for the past two years. Because 70% of the budget is mandated to be spent on marketing and advertising it makes sense that many board members are interested in shaping the direction of the marketing efforts. The marketing committee currently acts as an advisory committee reporting to the Board and making recommendations for Board approval.
  - Though there are not regularly scheduled marketing committee meetings, the committee has long discussed setting a schedule. If a regular, set schedule is created, the committee can remain advisory but by nature of a regular meeting to discuss on-going subject matter, the committee will fall under Brown Act noticing and posting requirements.
  - The marketing committee has not, to this point, been created as a regular committee. If the marketing committee were to become a regular committee, it would have authority to take action on items designated by the Board. If moved to a regular committee, set meetings should be established and the committee will fall under Brown Act noticing and posting requirements.
- **State Fair Committee.** The past few years this committee has met to discuss the direction of the Butte County booth at the State Fair. This doesn't necessarily need to be a committee but could be one or two directors and or advisors who are interested in helping with the theme of the booth. If it is a committee, it should be advisory but not required to follow Brown Act.
- **Executive Committee.** There has been conversations about creating an executive committees with the purpose of reviewing financials and staff progress. Currently Denero meets with Board President the week before board meetings to review activities and discuss upcoming projects. This could continue or a committee could be created.
- **Finance Committee.** A finance committee has been convened every so often to meet for specific purpose of creating a new budget or reviewing budgets mid-year. There hasn't been an ongoing goal set for that committee and members have changed per project. Would recommend this as an advisory committee set to meet mid-year for mid-year financial review and then again beginning in October to set the budget for the following year. Recommend setting a number of directors and advisors so that no quorum is meeting and set this as an advisory committee to make recommendation to the Board.
- **Zone Marketing Committee.** This committee was created to create zone marketing policy and review zone

marketing applications. It met for a short time for a specific goal. Should consider this as an advisory committee who would make recommendations to the board regarding policy, procedure and funding. There is still work that needs to be done to update the policy and procedure of zone funding.

**PUBLIC CONTACT:**

N/Z

Prepared by:

Carolyn Denero

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Name