

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 – November 14, 2019

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 Special Board Meeting Minutes of October 23, 2019

2.2 Approval of October 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 CONSIDERATION OF CIVITAS PROPOSAL FOR RENEWING BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT – PRESENTATION BY NICHOLE FARLEY (10 min)

The Tourism Business Improvement Plan (TBID) managed by Explore Butte County was secured for 5 years and is set to expire November 30, 2020. The process for renewing the TBID is lengthy, especially because all jurisdictions and the Board of Supervisors must agree to move forward. Staff has been in touch with Civitas, the group who secured the initial TBID, and they have submitted a proposal and timeline for renewal.

Recommendation: *To accept the scope of work and budget for BCTBID renewal as submitted by Civitas, to begin as early as December 1, 2019 with the goal of including all Butte County jurisdictions in a 10-year renewal of the BCTBID.*

4.2 EVERYBODY HEALTHY BODY PROGRESS – HEALTHY COMMUNITIES TASK FORCE & PROJECT PLAY (10 min)

Audrey Taylor to update EBC Board on the progress of EBHB.

4.3 VARIANCE REPORT

Review variance reports for October.

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

4.4 MARKETING COMMITTEE REPORT - CONSIDERATION OF DISTRIBUTING A REQUEST FOR PROPOSAL FOR THIRD PARTY PUBLIC RELATIONS SERVICES – MARKETING COMMITTEE

The Marketing Committee met on October 31; agenda and minutes included in board packet. Discussion was had regarding the lack of earned media in current strategy. Earned media includes the stories and attractions that should be “pitched” to travel writers and editors, influencers learning about Butte County and wanting to experience it, and coordinating FAM tours for specific, targeted groups. EBC is also lacking a local “PR” campaign to let our local market know about the projects, campaigns, and impact we have locally. Shasta Cascade Wonderland Association and Visit Redding both work with a nationwide PR firm from New York and highly recommended working with a PR firm who could vet and pitch the area for additional exposure. Main point was made that managing another vendor would require considerable time for EBC staff, and working with a firm unfamiliar with, or without easy access to, Butte County would probably be difficult to manage while going into a renewal year. Committee agreed that EBC should search for a local PR firm with a better understanding of our area, and greater access to it.

Recommendation: *To authorize the marketing committee to create a request for proposal to contract with a third party public relations agency for the 2020 calendar year with a budget not to exceed \$60,000 (\$5,000 per month) after final RFP is approved by BOD.*

4.5 NOMINATION COMMITTEE REPORT - CONSIDERATION OF UPDATED NOMINATION PROCEDURE TO REMOVE “FROM THE FLOOR” NOMINATIONS

The Nomination Committee met to review and discuss the nomination procedure and recruitment for the upcoming annual meeting. The digital notification was emailed to the EBC stakeholder group and each expiring advisor or director offering significant time to submit their letter of interest for serving additional terms. Mailed information will be distributed in the coming weeks. Committee reviewed the procedure for day-of nominations and would like to remove the nominations from the floor. With the new procedure of notification and recruitment, any interested party would be familiar with how to participate on the board or advisory board. Further, the nomination committee is

spending months recruiting, vetting, and recommending nominations for available seats and their recommendations should be the only consideration for the voting board.

Additionally, the procedure would be modified so that the voting happens at the end of the annual meeting in March so that the voting board can vote on all business they have been a party to as it did not make since for new voting board members to vote on business they may not have been aware of, which could happen if new members took their seats at the beginning of the meeting.

Recommendation: *It is recommended that the board approve the new nomination procedure which would remove nominations from the floor and move the business of nominating new directors and advisors to the end of the annual March meeting.*

4.6 CONSIDERATION OF 2020 MEETING CALENDAR

EBC's bylaws require the Board of Directors to meet a minimum of once a quarter. Currently, the BOD has a monthly meeting scheduled, but due to lack of business or lack of quorum the board generally meets every other month with last minute cancellations.

Recommendation: *It is recommended that the board of directors sets a meeting schedule for 2020 and designates the months it will meet (to be recorded in the minutes). Staff will send a calendar invite to all current directors and advisors immediately following the meeting.*

5. REPORTS AND COMMUNICATIONS

5.1 Marketing Communications Report *Ashley Baer*

5.2 Executive Director Report *Carolyn Denero*

6. ADJOURNMENT

The next regularly scheduled meeting: December 12, 2019

Board of Directors

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 John Pearson, (At Large)
 Kiran Paragji, (Oroville)
 Haroon Saddique, (Paradise)
 Mohammad Billah, (Chico)
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 Tony Catalano (Oroville)

EXPLORE BUTTE COUNTY BOARD MEETING MINUTES – October 17, 2019

SPECIAL BOARD MEETING*

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

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

PURPOSE: The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

1. Call to Order and Roll Call – Meeting called to order by Vice President Isenberg at 12:04 p.m.

Present: Directors Isenberg, Franklin, Pearson, Saddique, Johansson. Advisors Collins, Leonard. Staff Denero, Baer.

Absent: Directors Spangler, Paragji, Billah. Advisors Feldman (formerly Cameron), MacDonald, Schuster, Catalano, DCBA, Chico Velo.

Guests: Chris Constantin – City of Chico, Heather Ugie – Chico Chamber, Pat Macias – monca.

Vice President Isenberg swapped agenda 2 and 3 because there was not a quorum to take action when meeting was called to order.

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.

John Pearson – let the Board know that he has resigned from Sierra Nevada Brewery and will transition into the executive director role at Chico Velo. He would like to continue his at-large seat on the EBC board. He still has a lot of connections at SNB and can continue to help facilitate media.

Nicole Johansson – thanked the Board for supporting the SOFT Passport weekend – it was successful for all of the farms. Nicole will share ticketing data with EBC for analysis of out-of-town visitors.

Debbie Collins – The City of Chico is moving to an online collection system of TOT, a letter was mailed to all lodging properties. Debbie will be retiring from the City effective December 11, Chris Constantin – Assistant City Manager – will be attending EBC board meetings once she retires.

Chris Constantin – Updated Board about a proposed \$.01 sales tax increase.

Pat Macias – New exhibit opening at monca on November 8 to include benches for Redding artist to serve as reflection benches.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of August 8, 2019

2.2 Approval of August and September Financial Reports

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

The motion carried by the following vote:

AYES: Isenberg, Franklin, Pearson, Saddique, Johansson.

NOES: None

ABSTENTIONS: None

4. **REGULAR AGENDA**

4.1 **VARIANCE REPORT**

Review variance reports for August and September.

The Board had no questions regarding the variance report.

4.2 **AUGUST AND SEPTEMBER MARKETING COMMITTEE REPORT**

August meeting:

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

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

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

September meeting:

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

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

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

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

Committee co-chair Pearson gave verbal report of past 2 marketing committee meetings. Staff to make sure visitor guides are sent to legislators in Sacramento as part of distribution plan. Idea to include visitor centers in next iteration.

4.3 CONVENE THE NOMINATIONS COMMITTEE

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

Motion was made by Director Johansson and seconded by Director Pearson to convene the nominations committee to begin the nomination process for the annual meeting scheduled for March 12, 2020.

The motion carried by the following vote:

AYES: Isenberg, Franklin, Pearson, Saddique, Johansson.

NOES: None

ABSTENTIONS: None

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

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

A motion was made by Director Pearson and seconded by Director Johansson to convene an ad hoc budget committee to prepare a draft 2020 budget to be reviewed and approved by the full board of directors. The committee will be Chaired by Director Spangler with additional members Paragji, Johansson, Billah, MacDonald, Pearson. Meeting will require noticing since a quorum of board members is on the committee.

The motion carried by the following vote:

AYES: Isenberg, Franklin, Pearson, Saddique, Johansson.

NOES: None

ABSTENTIONS: None

4.5 OPEN DISCUSSION FOR 2020 BUDGET FORECASTING

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

Open discussion from hotels about what they are projecting for 2020. All hotels present have built in growth for 2020 – they believe it is going to be another strong year. Potential for a slight dip in occupancy long term. Contractors are still taking up a lot of rooms as they work on recovery and rebuilding. Think this will be similar to the 2018 occupancy trends. Should see a strong 4th and 1st quarter.

Paradise Hotel is projecting to open in February or March of 2020 if they can get water.

Long-term effects of the saturated market is that we might begin to lose repeat business travel because hotels don't have the rooms available for conferences. We should keep a close eye on this.

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

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

A motion was made by Director Franklin and seconded by Director Pearson to write a letter of support for the *Super Eliminator Shootout – Drag Boat Races* as a new event that would support travel and tourism to Butte County.

The motion carried by the following vote:

AYES: Isenberg, Franklin, Pearson, Saddique, Johansson.

NOES: None

ABSTENTIONS: None

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

Shasta Cascade Wonderland Association (SCWA) recently reviewed their bylaws and after recalculation of the areas they represent realized that Butte County has another voting seat on the SCWA board of directors. Carolyn Denero has served as an alternate to Melissa Schuster on the SCWA board for about 6 months and was asked to have an official recommendation from the EBC board of directors to accept the voting position.

A motion was made by Director Johansson and seconded by Director Pearson to submit a letter of support for Carolyn Denero to hold the voting seat for the Shasta Cascade Wonderland Association, representing Explore Butte County.

The motion carried by the following vote:

AYES: Isenberg, Franklin, Pearson, Saddique, Johansson.

NOES: None

ABSTENTIONS: None

4.8 CONSIDERATION OF BOARD MEMBERS ATTENDING THE 2020 OUTLOOK FORUM

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

A motion was made by Director Isenberg and seconded by Director Pearson that each Director could attend the Visit California Outlook Forum being held in San Diego in February of 2020 with a per person cost not to exceed \$1,451.96. Those Board members attending will report back to the entire board of directors and public.

The motion carried by the following vote:

AYES: Isenberg, Franklin, Pearson, Saddique, Johansson.

NOES: None

ABSTENTIONS: None

5. **REPORTS AND COMMUNICATIONS**

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

5.2 **Marketing Communications Report** *Ashley Baer*

5.2 **Executive Director Report** *Carolyn Denero*

6. **ADJOURNMENT**

Meeting was adjourned at 2:03 p.m.

Minutes respectfully submitted by Carolyn Denero.

Explore Butte County

Balance Sheet

As of October 31, 2019

	Oct 31, 19
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,131,193.03
Total Checking/Savings	1,131,193.03
Total Current Assets	1,131,193.03
Fixed Assets	
1500 · Furniture and Equipment	11,346.31
1600 · Accumulated depreciation	-830.00
Total Fixed Assets	10,516.31
TOTAL ASSETS	1,141,709.34
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card	3,588.91
Total Credit Cards	3,588.91
Other Current Liabilities	
2400 · Payroll Liabilities	3,555.11
Total Other Current Liabilities	3,555.11
Total Current Liabilities	7,144.02
Total Liabilities	7,144.02
Equity	
3200 · Unrestricted Net Assets	986,445.57
3300 · Net Assets - Reserved	
3350 · Reserved - TBID Renewal Fees	75,000.00
3360 · Reserved - Zone Marketing	167,369.68
Total 3300 · Net Assets - Reserved	242,369.68
Net Income	-94,249.93
Total Equity	1,134,565.32
TOTAL LIABILITIES & EQUITY	1,141,709.34

Explore Butte County

Profit & Loss

October 2019

	Oct 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	110,444.46
4400 · Oroville	33,717.22
	<hr/>
Total 4000 · Program Income	144,161.68
4800 · Other Types of Income	
4810 · Interest Income	18.59
4815 · CTA Registrations	325.00
	<hr/>
Total 4800 · Other Types of Income	343.59
	<hr/>
Total Income	144,505.27
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	2,208.89
5400 · 2% Fee - Oroville	674.35
	<hr/>
Total 5000 · 2% Fee	2,883.24
	<hr/>
Total COGS	2,883.24
	<hr/>
Gross Profit	141,622.03
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	11,386.62
6050 · Creative Services	12,557.70
6060 · CTA Program	1,296.49
6100 · Marketing contracts	
6110 · Advertising Agencies	6,819.20
	<hr/>
Total 6100 · Marketing contracts	6,819.20
6320 · Printing	19,385.79
6340 · Public Relations	1,381.06
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	9,363.35
6420 · Staffing - Payroll Taxes - Mktg	731.60
	<hr/>
Total 6400 · Staffing - Marketing	10,094.95
6700 · Website	90.78
	<hr/>
Total 6000 · Sales and Marketing Expense	63,012.59
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	1,500.00
	<hr/>
Total 6900 · Zone and Micro-Marketing	1,500.00
7000 · Administration Expenses	
7200 · Meals	107.20
7300 · Office supplies	28.92
7310 · Postage	153.00
7320 · Printing and Copying	43.82
7330 · Professional fees - Accounting	1,350.00
7360 · Rent/ Office Space	2,070.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,070.02
7420 · Payroll taxes - admin	143.05
	<hr/>
Total 7400 · Staffing - Admin	2,213.07
7500 · Subscriptions	293.93
7560 · Telephone, Telecommunications	226.13
7570 · Travel	137.75
	<hr/>

9:53 AM

11/06/19

Accrual Basis

Explore Butte County

Profit & Loss

October 2019

	Oct 19
Total 7000 - Administration Expenses	6,623.82
Total Expense	71,136.41
Net Ordinary Income	70,485.62
Net Income	70,485.62

Explore Butte County

Profit & Loss Budget Overview

January through October 2019

	Jan - Oct 19	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	3,337.80	4,630.00	-1,292.20
4300 · Chico	531,826.73	365,869.00	165,957.73
4400 · Oroville	153,167.17	92,625.00	60,542.17
4500 · Paradise	7,016.06		
Total 4000 · Program Income	695,347.76	463,124.00	232,223.76
4800 · Other Types of Income			
4810 · Interest Income	188.01		
4815 · CTA Registrations	325.00	2,083.00	-1,758.00
4820 · Miscellaneous Revenue	10,368.93		
Total 4800 · Other Types of Income	10,881.94	2,083.00	8,798.94
Total Income	706,229.70	465,207.00	241,022.70
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	66.76	92.00	-25.24
5300 · 2% Fee - Chico	10,636.54	7,318.00	3,318.54
5400 · 2% Fee - Oroville	3,063.35	1,852.00	1,211.35
5500 · 2% Fee - Paradise	140.32		
Total 5000 · 2% Fee	13,906.97	9,262.00	4,644.97
Total COGS	13,906.97	9,262.00	4,644.97
Gross Profit	692,322.73	455,945.00	236,377.73
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	57,217.76	62,500.00	-5,282.24
6020 · Capital Display	0.00	833.00	-833.00
6030 · Conferences	4,241.07	4,167.00	74.07
6050 · Creative Services	96,292.23	93,333.00	2,959.23
6060 · CTA Program	12,943.19	12,500.00	443.19
6070 · Dues and Memberships	711.20	3,333.00	-2,621.80
6100 · Marketing contracts			
6110 · Advertising Agencies	308,024.71	270,833.00	37,191.71
6120 · Jack Rabbit	11,895.00	10,000.00	1,895.00
Total 6100 · Marketing contracts	319,919.71	280,833.00	39,086.71
6200 · Meals	918.75	1,917.00	-998.25
6320 · Printing	23,547.90	41,667.00	-18,119.10
6340 · Public Relations	22,838.47	25,000.00	-2,161.53
6350 · Sales and Marketing Exp. -Other	2,473.00	7,500.00	-5,027.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	85,624.03	83,145.00	2,479.03
6420 · Staffing - Payroll Taxes - Mktg	7,040.96	7,500.00	-459.04
6430 · Workers comp insurance	1,622.81	833.00	789.81
Total 6400 · Staffing - Marketing	94,287.80	91,478.00	2,809.80
6600 · State Fair Exhibit	15,525.51	20,833.00	-5,307.49
6700 · Website	1,094.87	13,333.00	-12,238.13
Total 6000 · Sales and Marketing Expense	652,011.46	659,227.00	-7,215.54
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	74,150.00	46,312.00	27,838.00
6900 · Zone and Micro-Marketing - Other	2,500.00		
Total 6900 · Zone and Micro-Marketing	76,650.00	46,312.00	30,338.00
7000 · Administration Expenses			
7150 · Interest expense	188.75		
7010 · Advertising	128.29	625.00	-496.71
7020 · Bank fees	112.00	83.00	29.00
7030 · Conference, Convention, Meeting	542.00	833.00	-291.00
7040 · Contract services	0.00	1,042.00	-1,042.00
7050 · Education	1,191.37	2,917.00	-1,725.63
7060 · Filing fees/ taxes	10.00	83.00	-73.00
7070 · General Administration	1,010.01	8,333.00	-7,322.99
7100 · Insurance	1,964.00	2,167.00	-203.00
7200 · Meals	1,458.86	625.00	833.86
7210 · Membership dues	1,040.00	833.00	207.00

Explore Butte County
Profit & Loss Budget Overview
 January through October 2019

	Jan - Oct 19	Budget	\$ Over Budget
7300 · Office supplies	1,880.33	2,000.00	-119.67
7310 · Postage	980.54	417.00	563.54
7320 · Printing and Copying	499.64	833.00	-333.36
7330 · Professional fees - Accounting	11,785.00	12,500.00	-715.00
7340 · Professional fees - Legal	0.00	2,083.00	-2,083.00
7350 · Promotion	0.00	83.00	-83.00
7360 · Rent/ Office Space	9,860.00	8,333.00	1,527.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	18,155.88	18,353.00	-197.12
7420 · Payroll taxes - admin	1,429.19	1,667.00	-237.81
7430 · Workers comp insurance	345.29	218.50	126.79
Total 7400 · Staffing - Admin	19,930.36	20,238.50	-308.14
7500 · Subscriptions	1,747.89	1,250.00	497.89
7560 · Telephone, Telecommunications	1,738.80	2,000.00	-261.20
7570 · Travel	1,843.36	1,667.00	176.36
7900 · Admin Expense- Other	0.00	833.00	-833.00
Total 7000 · Administration Expenses	57,911.20	69,778.50	-11,867.30
8000 · Contingency	0.00	13,957.00	-13,957.00
Total Expense	786,572.66	789,274.50	-2,701.84
Net Ordinary Income	-94,249.93	-333,329.50	239,079.57
Net Income	-94,249.93	-333,329.50	239,079.57

Explore Butte County

Profit & Loss

January through October 2019

	Jan - Oct 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	3,337.80
4300 · Chico	531,826.73
4400 · Oroville	153,167.17
4500 · Paradise	7,016.06
Total 4000 · Program Income	695,347.76
4800 · Other Types of Income	
4810 · Interest Income	188.01
4815 · CTA Registrations	325.00
4820 · Miscellaneous Revenue	10,368.93
Total 4800 · Other Types of Income	10,881.94
Total Income	706,229.70
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	66.76
5300 · 2% Fee - Chico	10,636.54
5400 · 2% Fee - Oroville	3,063.35
5500 · 2% Fee - Paradise	140.32
Total 5000 · 2% Fee	13,906.97
Total COGS	13,906.97
Gross Profit	692,322.73
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	57,217.76
6030 · Conferences	4,241.07
6050 · Creative Services	96,292.23
6060 · CTA Program	12,943.19
6070 · Dues and Memberships	711.20
6100 · Marketing contracts	
6110 · Advertising Agencies	308,024.71
6120 · Jack Rabbit	11,895.00
Total 6100 · Marketing contracts	319,919.71
6200 · Meals	918.75
6320 · Printing	23,547.90
6340 · Public Relations	22,838.47
6350 · Sales and Marketing Exp. -Other	2,473.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	85,624.03
6420 · Staffing - Payroll Taxes - Mktg	7,040.96
6430 · Workers comp insurance	1,622.81
Total 6400 · Staffing - Marketing	94,287.80
6600 · State Fair Exhibit	15,525.51
6700 · Website	1,094.87
Total 6000 · Sales and Marketing Expense	652,011.46
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	74,150.00
6900 · Zone and Micro-Marketing - Other	2,500.00
Total 6900 · Zone and Micro-Marketing	76,650.00
7000 · Administration Expenses	
7150 · Interest expense	188.75
7010 · Advertising	128.29

Explore Butte County
Profit & Loss
 January through October 2019

	Jan - Oct 19
7020 · Bank fees	112.00
7030 · Conference, Convention, Meeting	542.00
7050 · Education	1,191.37
7060 · Filing fees/ taxes	10.00
7070 · General Administration	1,010.01
7100 · Insurance	1,964.00
7200 · Meals	1,458.86
7210 · Membership dues	1,040.00
7300 · Office supplies	1,880.33
7310 · Postage	980.54
7320 · Printing and Copying	499.64
7330 · Professional fees - Accounting	11,785.00
7360 · Rent/ Office Space	9,860.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	18,155.88
7420 · Payroll taxes - admin	1,429.19
7430 · Workers comp insurance	345.29
Total 7400 · Staffing - Admin	19,930.36
7500 · Subscriptions	1,747.89
7560 · Telephone, Telecommunications	1,738.80
7570 · Travel	1,843.36
Total 7000 · Administration Expenses	57,911.20
Total Expense	786,572.66
Net Ordinary Income	-94,249.93
Net Income	-94,249.93

A man and a child are hiking away from the camera on a dirt path through a forest. The man is wearing a blue jacket, jeans, and a red backpack, holding the child's hand. The child is wearing a dark jacket, khaki pants, and a backpack. Sunlight filters through the trees, creating a warm, golden glow. The background is filled with tall trees and dappled light.

BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT RENEWAL PROPOSAL

Carolyn Denero, Executive Director
Explore Butte County



Dear Ms. Denero,

I am so happy to be presenting the Explore Butte County Board of Directors with a proposal to assist with the renewal of the Butte County TBID ("BCTBID"). This district was one of the first districts that I worked on with Civitas. Civitas has formed and renewed a majority of TBIDs, and will provide expert advice and guidance throughout the project.

Our process to renew the BCTBID is designed to secure significant support for the project while complying with applicable laws. In concert with Explore Butte County ("EBC"), the Civitas team will guide a renewal process that includes developing and manipulating data, obtaining feedback from business owners, preparing legal documents, guiding the stakeholder approval process, and attending local government hearings.

Thank you for the opportunity to submit this proposal. I look forward to working with you on this exciting project.

Best Regards,

Nichole Farley,
Director of Business Development & Client Engagement

THE OPPORTUNITY

Despite last years tragedy, things are good for Explore Butte County and the lodging industry in Butte County. You have a healthy reserve and can invest in programming and marketing that is beyond what you anticipated. The opportunity to renew the Butte County TBID is a time to celebrate the journey of the last four years of Explore Butte County and to dream about the future for the organization and the tourism industry in the County.

During this process, we will work with owners and management of overnight accommodations, the County of Butte staff, and local municipal staff to renew the Butte County TBID with the intent to maintain adequate funding for tourism promotion for up to 10 years.

Civitas has successfully completed over 150 district formation and renewal projects throughout the world which has generated over \$1.7 billion in dedicated funding for the specific needs of our clients. Our client portfolio ranges from destinations seeking to establish themselves in the market for the first time to iconic, long standing destinations that wish to remain competitive and further cement their legacy in the industry.



SCOPE OF SERVICES & SCHEDULE

Step 1

Initiation & Infrastructure

December 2019

Creates the necessary leadership structure to carry out the project. Civitas, EBC, and business owners will identify their respective roles in the project process. This includes gathering information on the proposed BCTBID.

Step 2

Stakeholder Education & Engagement

December 2019 - April 2020

Outreach efforts are undertaken in this step to educate and engage with business owners and local officials and gain their support for the proposed BCTBID.

Step 3

Document Preparation & Revision

January - February 2020

Documents necessary to renew the BCTBID are drafted. Civitas will work closely with business owners, EBC, and local government staff to ensure documents reflect the needs and priorities of assessed businesses.

Step 4

Petition Preparation & Petition Drive

March - April 2020

Civitas will prepare the petition to support the BCTBID renewal and work with EBC on strategies to secure signed petitions from business owners. Civitas will assist in determining steering committee assignments and identifying key stakeholders.

Step 5

Local Government Hearing Process

April - July 2020

Civitas will guide the EBC through the local government hearing process to renew the BCTBID.

MEET YOUR TEAM



John Lambeth
President & CEO



Nichole Farley
*Director of Business Development
& Client Engagement*



Kelly Rankin
Project Coordinator



Jordan Pittman
Paralegal



Quinn Petitjean
GIS & Database Specialist

Civitas is a leader in developing long term funding solutions for Destination Marketing Organizations. We have helped several states investigate the potential of establishing statewide funding, in addition to assisting in the formation of an unparalleled ninety-nine TBIDs throughout the United States. With its deep experience and expertise, Civitas has been commissioned by the U.S. Travel Association to conduct nationwide studies.

Civitas also provides research, consulting, and district formation services to destinations located around the world, including Canada, South America, Europe, and Asia. A representative distant high-priced destination is Japan, where Civitas clients include Nomura Research Institute, Japan Area-Based Management Organization Network, Japan Travel Bureau, and Setouchi Tourism Authority. For its groundbreaking work, Civitas has been featured in publications such as Forbes and Skift.

INVESTMENT PROVISIONS

Investment

This proposal is based on the understanding that business owners and EBC will provide assistance and time needed to facilitate the process on the local level, including some database work, substantial time devoted to outreach meetings, and gathering support and signed petitions from businesses. EBC's investment for the scope of services and timeline described herein shall be \$53,000. EBC's investment includes five (5) trips to Butte County; three (3) to meet with business owners and County officials and two (2) to attend County Board of Supervisor hearings. If additional trips are necessary, we would be happy to make additional trips for a professional fee of \$1,250 per trip, plus expenses.

Expenses

EBC will be responsible for all costs and expenses in addition to the professional fees. Ordinary costs and expenses, including telephone charges, postage, and photocopying will be billed at four percent (4%) of professional fees. Other costs, such as travel, overnight shipping, bulk mailing and printing costs (over 100 pages) shall be billed at Civitas' actual cost. Expenses are not expected to exceed \$5,000.

Billing

Civitas proposes a fixed monthly fee of \$6,000 per month for eight (8) months, plus expenses. A start-up fee of ten percent (10%) of project costs, \$5,300, will be due and payable upon execution of an agreement for services between Civitas and EBC. The amount of the start-up fee will be deducted from the final invoice, which will also be adjusted to account for the total contract price. Civitas will send EBC a monthly invoice for fees and costs incurred. Invoices will include the fixed professional fee and expenses. The basis of calculation or other method of determining expenses will be clearly identified by item and amount.

Investment Overview

Description	Price
Professional Fees	\$48,000
Estimated Expenses	\$5,000
Total	\$53,000

Cost Assumptions and Guidelines

We have projected a specific amount of time for the BCTBID renewal. It is assumed that the project will not exceed the budgeted amount of time. If unanticipated matters result in additional time beyond that which has been projected, we would continue billing professional fees of \$6,000 per month, plus expenses, for the project duration. Factors that could increase the scope of work and estimated costs outlined above include additional meetings not described in this proposal, analysis of additional issues above those described in this proposal, or a lack of steering committee and business owner involvement in the project.

When Civitas' services conclude, all unpaid charges will immediately become due and payable. The amount of professional fees set forth in this agreement are a fixed amount for completion of the project within a maximum eight (8) month time frame. The total amount of professional fees has been divided over the maximum eight (8) month time frame to determine the monthly billing amount. If the project is completed prior to the eight (8) month time frame, the remaining balance of professional fees will be due and payable within thirty (30) days of project completion.

As you know, there are many unknown variables in a project of this nature. Although we would work diligently to renew the BCTBID, factors outside Civitas and EBC's control could delay or thwart even the best-developed plans. We will work to minimize risks and complete the project at the earliest possible date.

The pricing and scope outlined in this agreement will expire upon sixty (60) days post delivery of this proposal.

Business Information

The database for this project will rely on information from local government sources. Errors can and will occur in this data. While Civitas will do its utmost to identify and correct any errors, it is acknowledged that data from local government sources may contain errors. We recommend EBC continue to pursue data correction strategies during and after renewal, including mailings and error checking by local officials.



AGREEMENT

If you would like to agree to engage our services consistent with this proposal and the following terms, please sign below.

A start-up fee of ten percent (10%) of project costs, \$5,300, will be due and payable upon execution of this Agreement. Civitas will send EBC a monthly invoice for fees and costs incurred. Each invoice will be payable within thirty (30) days of its mailing date. Either EBC or Civitas shall have the right to terminate this agreement upon ten (10) days' notice. When Civitas' services conclude, all unpaid charges will immediately become due and payable, including the balance of any professional fees if the project is completed prior to the maximum eight (8) month time frame.

Nothing in this Agreement and nothing in statements by Civitas personnel to EBC will be construed as a promise or guarantee about the outcome of the matter. Civitas makes no such promises or guarantees.

If any provision of this Agreement is held in whole or in part to be unenforceable for any reason, the remainder of that provision and of the entire Agreement will be severable and remain in effect. This Agreement may be modified by subsequent agreement of the parties only by an instrument in writing signed by both of them or an oral agreement only to the extent that the parties carry it out.

The parties agree to accept the terms and conditions herein.

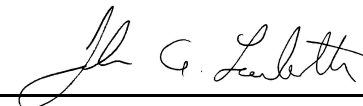
Explore Butte County, by



SIGNATURE
Carolyn Denero

Carolyn Denero,
Executive Director

Civitas Advisors, by

A handwritten signature in black ink, appearing to read "John G. Lambeth".

John Lambeth,
President & CEO

Date

October 23, 2019

Date

October 2019 Variance Report

Income					
	4000	Program Income (TBID)	+	\$ 232,223.76	TBID collection is up b/c of increased occupancy. Most recent payments collected: chico - September, Oroville - August, Unincorp - July)
	4815	CTA Registrations	-	\$ 1,758.00	Program launch later than anticipated and not seeing the registration we need.
	4800	Other Types of Income	+	\$ 8,798.94	Visit California reimbursed EBC \$10,000 for a FAM trip that was unplanned.
	5000	COGS	+	\$ 4,644.97	Over budget because program income is over budget
Gross Profit			+	\$ 236,377.73	
Expense					
	6010	Advertising	-	\$ 5,282.24	
	6050	Creative Services	+	\$ 2,959.23	Billed for video creative - will be under budget next month
	6070	Dues & Membership	-	\$ 2,621.80	All dues not paid for yet.
	6110	Advertising Agencies	+	\$ 37,191.71	Prepaid media, and budget item not yet adjusted for updated Pco contract.
	6120	Jack Rabbit	+	\$ 1,895.00	Paid once a year but spread across the years' budget.
	6320	Printing	-	\$ 18,119.10	We will not spend the entire \$25,000 on printing. Cost for visitors guides was under budget.
	6340	PR	-	\$ 2,161.53	Will be spending this budget on FAM during rest of year.
	6350	Sales & Mkt Other	-	\$ 5,027.00	
	6400	Staffing - Mkt	+	\$ 2,809.80	Over budget because of salary increases.
	6600	State Fair Exhibit	-	\$ 5,307.49	Will not be spending full budget.
	6700	Website	-	\$ 12,238.13	Will not be spending full budget.
	6900	Zone Mkt	+	\$ 30,338.00	Over budget because this includes budget in reserve allocated for each jurisdiction
	7070	General Admin	-	\$ 7,322.99	Purchasing equipment at end of year.
	7340	Professional Fees - Legal	-	\$ 2,083.00	No legal issues.
	7360	Rent/Office Space	+	\$ 1,527.00	Have rented meeting spaces more than anticipated in order to host committee meetings and various other meetings not budgeted.
Total Expense			-	\$ 2,701.84	EBC is on track with total expenses.
Net Income			+	\$ 239,079.57	Over budget because of increased income after Camp Fire



Explore Butte County
P.O. Box 2154
Chico, CA 95927

ExploreButteCounty.com

Board of Directors

Brooke Isenberg
Chico - Vice
President

Bruce Spangler
Oroville - President

Dori Franklin
Chico - Secretary

Haroon Saddique
Paradise

John Pearson
At Large

Kiran Paragji
Oroville

Mohammad Billah
Chico

Nicole Johansson
At Large

Advisors to the Board

Debbie Collins
Chico

Downtown Chico
Business Assn.
Chico

Evie Cameron
Paradise

Heather MacDonald
Unincorporated
County

Jennifer Leonard
Unincorporated
County

Melissa Schuster
Paradise

Tony Catalano
Oroville

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office – 326 Huss Drive, Chico, 95928

Small Board Room

Thursday, October 31, 2019

1:00pm –2:00pm

AGENDA

PURPOSE: The marketing committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

COMMITTEE MEMBERS: Nicole Johansson (co-chair), John Pearson (co-chair) Bruce Spangler, Dori Franklin, Melissa Schuster, Jennifer Leonard, Tony Catalano

AGENDA

1. Bleisure creative review ([link](#))
 - a. Includes rest of campaign details
2. Madden Media campaign update
3. Review VIA buy ([link](#))
 - a. Make recommendations regarding VIA ad buy for 2020
4. Open discussion
 - a. Brainstorm ideas for 2020 beyond current media plan
Public relations – RFP?
 - i. Big ideas?
 - ii. Zone marketing – how to spend in all jurisdictions
5. Strategic planning
 - a. Is it time to revisit our strategic marketing plan and/or our strategic objectives?
6. Visitor's Guide Update
 - a. Distribution plan
7. Snow Goose Festival
 - a. Pilot program for young birders
8. 2020 idea – Local video guides for YouTube channel

Adjourn Meeting



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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office – 326 Huss Drive, Chico, 95928

Small Board Room

Thursday, October 31, 2019

1:00pm –2:00pm

MINUTES

PURPOSE: The marketing committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

COMMITTEE MEMBERS: Nicole Johansson (co-chair), John Pearson (co-chair) Bruce Spangler, Dori Franklin, Melissa Schuster, Jennifer Leonard, Tony Catalano

PRESENT: Spangler, Pearson, Johansson, Leonard, Franklin, Denero, Baer & guest Shelly James from PorterCo.

AGENDA

1. Bleisure creative review ([link](#))
 - a. The bleisure campaign was built to target people who have been working in Butte County in various capacities. The data collected for retargeting is device IDs that are captured in the county, with multiple overnight stays, then they leave and return again. The campaign will target them digitally with the singular call to action to download or request a Butte County Visitor Guide. The campaign is scheduled to run the entire month of November. Of particular notice should be that the creative is very different than previous campaigns. It includes a voice over and music along with the “explore more” messaging. The video creative is targeted to outdoor fall activity.
2. Madden Media campaign update
 - a. The committee has seen the “photographer” story. It has been finalized and Madden is building the layers for the website. ([story link](#))
 - b. Conversation about the “revisiting Paradise” story and need to include a byline or reference to the fact that it is a

- story. Committee agrees that we run the story like a normal Madden storytelling campaign and be ready to answer questions that may arise. ([story link](#))
3. Review VIA buy ([link](#))
 - a. After reviewing and discussing options for advertising in VIA the committee would recommend purchasing 3 full-page advertorial pages in the Via insert as described by Shelly, with a per-piece cost of \$8,500. Budget and marketing plan already set aside a part of this budget but it was not executed in 2019.
 4. Open discussion
 - a. Brainstorm ideas for 2020 beyond current media plan
Public relations – RFP? – Discussion of public relations RFP. Nicole researched various national RFPs for nation-wide PR agencies. Concern that hiring such a large firm with the initial scope would require too much staff time, at this point. After more discussion, committee would like the Board to consider an RFP for a more local PR agency who knows/understands Butte County and who could be more hands-on. Denereo to put together a plan for PR for 2020 with a plan for implementation.
 - i. Big ideas? – ran out of time, table for next meeting
 - ii. Zone marketing – how to spend in all jurisdictions – ran out of time, table for next meeting
 5. Strategic planning
 - a. Discussion about various strategic plans. What direction does EBC want to take? Should we update our strategic marketing plan and better define our long-term strategy as we move into renewal mode? Who should lead this? Denereo to research other DMOs and how they do this.
 - b. Additionally, is there an opportunity to create a larger county-wide strategy for tourism? Who could/should facilitate this? How would we keep stakeholders and partners engaged long-term.
 - c. Organizationally, all strategic objectives identified during strategic planning have been met or are ongoing – do we need to revisit this?
 - d. More information to be brought to next marketing committee for consideration and planning. There may be an impact to budget and should be discussed at finance committee as well.
 6. Visitor's Guide Update



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- a. A box of 25 finished guides was driven to EBC office for the meeting. The committee was able to review and are excited for distribution. 5,000 guides to be delivered to EBC office next week for distribution to hotels and visitor centers. Staff will make sure to track where and how often guides are delivered so we have a better understanding of touch points.
7. Snow Goose Festival – Out of time to discuss, table for next meeting.
8. 2020 idea – Local video guides for YouTube channel – Out of time to discuss, table for next meeting.

Adjourn Meeting at 2:30 p.m.

Board of Director Nomination

Article VIII, 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.

Board of Directors

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To be eligible to apply, you must be a resident of the County of Santa Clara and be a resident of the County of Santa Clara for at least 12 months prior to the date of application. The County of Santa Clara is a large and diverse area and our primary

Nomination Process

I, you are hereby notified in connection with or a connection on the board of directors of the following by _____ day before annual meeting of the National Education Trust Company. Elected in connection with Elected in connection with a director and the Reason why you are hereby notified in a Director connection with Elected in connection with the National Education Trust Company is that you are hereby notified in connection with the National Education Trust Company for all the purposes of the National Education Trust Company. The National Education Trust Company will receive all the information and the final report on the board of directors of the National Education Trust Company.

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- Example: Nomination Committee submits their nominations as Hotelier Ann for Chico, Hotelier Bob for Paradise, and Hotelier Chuck for Oroville.
 - No nomination Re-nomination to a role the State of Arizona re-nominate on concordance a role Ann on an Committee of the State of Arizona.
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Procedure for accepting Slate of Directors if Objections Exist

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2020 Board Meeting Dates

Date	Board Tasks based on Previous Years	Other things happening in 2020	EBC Event Participation
Jan 9	nomination committee makes recommendation for board of directors	Denero attending IMM TravMedia New York (1/20-1/24)	Restaurant Week (1/17-1/26)
Feb 13		Board attending Outlook Forum (2/10-2/12)	Museum Weekend (2/29-3/1)
Mar 12	annual meeting - election of directors		
Apr 9			SCWA Tourism Summit (4/28)
May 14			
Jun 11			
Jul 9			State Fair (7/17-8/1)
Aug 13			
Sep 10	nomination committee convened		
Oct 8			
Nov 12	Draft budget presented	5-year TBID expires (Nov 30)	
Dec 12	Final budget approved		