

Board of Directors

Bruce Spangler, President (Oroville)
 Brooke Isenberg, Vice President (Chico)
 Dori Franklin, Secretary (Chico)
 John Pearson, (At Large)
 Kiran Paragji, (Oroville)
 Haroon Saddique, (Paradise)
 Mohammad Billah, (Chico)
 Nicole Johansson, (At Large)
 Vacant, Unincorporated County

**Advisory Board**

Debbie Collins (Chico)
 DCBA (Chico)
 Evie Cameron (Paradise)
 Heather MacDonald (County)
 Jennifer Leonard (County)
 Melissa Schuster (Paradise)
 Chico Velo (Countywide)
 Tony Catalano (Oroville)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – October 17, 2019

SPECIAL BOARD MEETING*

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

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

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

STRATEGIC OBJECTIVES: 1) Establish EBC as a recognized leader driving county tourism effort to achieve 100% jurisdictional buy-in by 2020; 2) Establish EBC as the authority in tourism by developing and deploying creative assets that promote Butte County as preferred travel destination; 3) Solidify the administrative function of EBC.

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

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of August 8, 2019

2.2 Approval of August and September Financial Reports

3. **PUBLIC COMMENT**

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to 3-minutes per speaker. The Board may not take any action on public comment.

4. **REGULAR AGENDA**

4.1 **VARIANCE REPORT**

Review variance reports for August and September.

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

4.2 **AUGUST AND SEPTEMBER MARKETING COMMITTEE REPORT**

August meeting:

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

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

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

September meeting:

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

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

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

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

Recommendation: *No recommendation, reporting only.*

4.3 CONVENE THE NOMINATIONS COMMITTEE

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

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

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

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

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

4.5 OPEN DISCUSSION FOR 2020 BUDGET FORECASTING

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

Recommendation: *No recommendation – discussion item only*

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

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

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

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

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

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

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

4.8 CONSIDERATION OF BOARD MEMBERS ATTENDING THE 2020 OUTLOOK FORUM

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

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

5. REPORTS AND COMMUNICATIONS

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

5.2 Marketing Communications Report *Ashley Baer*

5.2 Executive Director Report *Carolyn Denero*

6. ADJOURNMENT

The next regularly scheduled meeting: November 14, 2019

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)
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**Advisory Board**

Debbie Collins (Chico)
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REGULAR EXPLORE BUTTE COUNTY BOARD MEETING – August 8, 2019

BOARD MEETING

MINUTES

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 – Meeting was called to order by President Spangler at 12:05 p.m.

Present: Directors Bruce Spangler, Brooke Isenberg, John Pearson, Haroon Saddique, Mohammad Billah. Advisors Debbie Collins, Melanie Bassett (DCBA), Tony Catalano, John Dean (Chico Velo). Guests: Kelsey Torres, Chico Chamber. Staff: Carolyn Denero, Ashley Baer.

Absent: Directors Franklin, Paragji, Johansson. Advisors Feldman (formerly Cameron), MacDonald, Leonard, Schuster.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of July 11, 2019

2.2 Approval of July 2019 Financial Reports

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

The motion carried by the following vote:

AYES: Spangler, Isenberg, Pearson, Saddique, Billah

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.

Haroon Saddique: Updated the Board on the progress of construction at the Best Western Paradise Hotel. They expect to be partially open by December 2019 or January 2020.

Melanie Basset: Sunday, September 22 is Taste of Chico in downtown Chico. There will be a beer garden, restaurants serving bites, and music.

John Pearson: Oktoberfest at Sierra Nevada is completely sold out for both days and both weekend.

John Dean: Chico Velo is pursuing a gravel grinder (bike ride) on October 26, 2019 out of Butte Meadows. Denero offered EBC video footage if they need to build out an advertising campaign.

4. **REGULAR AGENDA**

4.1 JULY MARKETING COMMITTEE REPORT

During the July Marketing Committee meeting there was discussion about the EBC brand and the need to focus our messaging around one specific thing – outdoors – and own that in the travel/tourism space. Denero to work with Porter Co to ensure that message and voice is consistent in our strategy.

Marketing committee report given by co-chair Pearson.

Committee also discussed other marketing opportunities:

- VIA or SF Chronicle Travel Section – this is built in the budget and committee would like to move forward with a VIA print buy;
- CrowdRiff – UGC content that will increase engagement on our website and drive social followers. One-year contract for \$13,000 and can be funded by the “creative” line item in this year’s budget’
- American Airlines – Hemisphere in-flight magazine and commercial – range of pricing not within budget;
- Madden Media – 2-3 month hyper-focused content campaign which is in budget, will focus on shoulder season;
- Shasta Cascade Wonderland Association – EBC will receive all activations SCWA is planning and can decide when/how to participate.

4.2 VARIANCE REPORT

Review written variance report that was part of the board packet.

4.3 CHICO ZONE MARKETING – CONSIDERATION OF THE REQUEST FROM CITY OF CHICO RE: ICE-SKATING RINK MARKETING

The City of Chico has prepared a proposal for allocation of Chico zone marketing funds to market a downtown Chico ice rink for approximately 8 weeks from November to January. The proposal includes cooperation amongst many partners and includes EBC using zone marketing funds to do all the marketing for the ice rink. The additional attraction during the shoulder season would be a good marketing opportunity to drive

stays or extend stays to Chico. The proposal is for “up to \$25,000” and if approved would leave the balance of the Chico Zone Marketing at \$50,165.32.

A motion was made by Director Isenberg and seconded by Director Pearson not to write a letter of support or allocate Chico Zone Marketing funding to the potential downtown Chico ice rink for the 2019 winter season.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Pearson, Saddique, Billah

NOES: None

ABSTENTIONS: None

4.4 CONSIDERATION OF SEPTEMBER BOARD MEETING

EBC Executive Director will be on vacation for September’s regularly scheduled board meeting, September 12. At this point there do not seem to be any pressing issues that need board recommendations, direction, or approval.

A motion was made by Director Spangler and seconded by Director Isenberg to cancel the September 12, 2019 board meeting and set the next regular meeting date of October 10, 2019.

5. REPORTS AND COMMUNICATIONS

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

5.2 Executive Director Report *Carolyn Denero*

6. ADJOURNMENT

The next regularly scheduled meeting: October 10, 2019

Minutes respectfully submitted by Carolyn Denero.

Explore Butte County

Balance Sheet

As of August 31, 2019

	Aug 31, 19
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,115,742.83
Total Checking/Savings	1,115,742.83
Other Current Assets	
1150 · Other receivable	14.95
Total Other Current Assets	14.95
Total Current Assets	1,115,757.78
Fixed Assets	
1500 · Furniture and Equipment	10,946.32
1600 · Accumulated depreciation	-830.00
Total Fixed Assets	10,116.32
TOTAL ASSETS	1,125,874.10
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card	2,912.06
Total Credit Cards	2,912.06
Other Current Liabilities	
2400 · Payroll Liabilities	3,283.52
Total Other Current Liabilities	3,283.52
Total Current Liabilities	6,195.58
Total Liabilities	6,195.58
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	-109,136.73
Total Equity	1,119,678.52
TOTAL LIABILITIES & EQUITY	1,125,874.10

Explore Butte County

Profit & Loss

August 2019

	Aug 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4300 · Chico	70,657.33
4400 · Oroville	24,910.94
Total 4000 · Program Income	95,568.27
4800 · Other Types of Income	
4810 · Interest Income	19.07
Total 4800 · Other Types of Income	19.07
Total Income	95,587.34
Cost of Goods Sold	
5000 · 2% Fee	
5300 · 2% Fee - Chico	1,413.15
5400 · 2% Fee - Oroville	498.22
Total 5000 · 2% Fee	1,911.37
Total COGS	1,911.37
Gross Profit	93,675.97
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	486.56
6030 · Conferences	2,188.82
6050 · Creative Services	14,976.70
6060 · CTA Program	63.35
6100 · Marketing contracts	
6110 · Advertising Agencies	2,880.00
Total 6100 · Marketing contracts	2,880.00
6200 · Meals	184.02
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	8,858.46
6420 · Staffing - Payroll Taxes - Mktg	677.69
Total 6400 · Staffing - Marketing	9,536.15
6700 · Website	-76.76
Total 6000 · Sales and Marketing Expense	30,238.84
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	30,000.00
Total 6900 · Zone and Micro-Marketing	30,000.00
7000 · Administration Expenses	
7010 · Advertising	110.84
7200 · Meals	267.91
7300 · Office supplies	147.30
7310 · Postage	144.30
7320 · Printing and Copying	19.58
7330 · Professional fees - Accounting	675.00
7360 · Rent/ Office Space	1,035.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,865.36
7420 · Payroll taxes - admin	142.70
Total 7400 · Staffing - Admin	2,008.06
7500 · Subscriptions	55.23
7560 · Telephone, Telecommunications	175.25
7570 · Travel	103.24

4:54 PM

09/20/19

Accrual Basis

Explore Butte County

Profit & Loss

August 2019

	Aug 19
Total 7000 - Administration Expenses	4,741.71
Total Expense	64,980.55
Net Ordinary Income	28,695.42
Net Income	<u>28,695.42</u>

Explore Butte County Profit & Loss January through August 2019

	Jan - Aug 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	1,756.96
4300 · Chico	351,636.05
4400 · Oroville	102,415.46
4500 · Paradise	7,016.06
Total 4000 · Program Income	462,824.53
4800 · Other Types of Income	
4810 · Interest Income	149.93
4820 · Miscellaneous Revenue	10,368.93
Total 4800 · Other Types of Income	10,518.86
Total Income	473,343.39
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	35.14
5300 · 2% Fee - Chico	7,032.73
5400 · 2% Fee - Oroville	2,048.31
5500 · 2% Fee - Paradise	140.32
Total 5000 · 2% Fee	9,256.50
Total COGS	9,256.50
Gross Profit	464,086.89
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	44,332.27
6030 · Conferences	4,241.07
6050 · Creative Services	81,516.23
6060 · CTA Program	10,283.33
6070 · Dues and Memberships	711.20
6100 · Marketing contracts	
6110 · Advertising Agencies	178,072.51
6120 · Jack Rabbit	11,895.00
Total 6100 · Marketing contracts	189,967.51
6200 · Meals	700.78
6320 · Printing	4,162.11
6340 · Public Relations	21,457.41
6350 · Sales and Marketing Exp. -Other	2,473.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	67,778.16
6420 · Staffing - Payroll Taxes - Mktg	5,660.45
6430 · Workers comp insurance	1,622.81
Total 6400 · Staffing - Marketing	75,061.42
6600 · State Fair Exhibit	15,525.51
6700 · Website	913.31
Total 6000 · Sales and Marketing Expense	451,345.15
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	72,650.00
6900 · Zone and Micro-Marketing - Other	2,500.00
Total 6900 · Zone and Micro-Marketing	75,150.00
7000 · Administration Expenses	
7150 · Interest expense	193.39
7010 · Advertising	127.13
7020 · Bank fees	112.00

Explore Butte County
Profit & Loss
 January through August 2019

	Jan - Aug 19
7030 · Conference, Convention, Meeting	542.00
7050 · Education	1,191.37
7060 · Filing fees/ taxes	10.00
7070 · General Administration	978.03
7100 · Insurance	1,964.00
7200 · Meals	1,270.02
7210 · Membership dues	160.00
7300 · Office supplies	1,505.57
7310 · Postage	827.54
7320 · Printing and Copying	455.82
7330 · Professional fees - Accounting	10,435.00
7360 · Rent/ Office Space	6,755.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	14,240.29
7420 · Payroll taxes - admin	1,144.96
7430 · Workers comp insurance	345.29
Total 7400 · Staffing - Admin	15,730.54
7500 · Subscriptions	1,378.03
7560 · Telephone, Telecommunications	1,387.42
7570 · Travel	1,705.61
Total 7000 · Administration Expenses	46,728.47
Total Expense	573,223.62
Net Ordinary Income	-109,136.73
Net Income	-109,136.73

Explore Butte County

Profit & Loss Budget Overview

January through August 2019

	Jan - Aug 19	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	1,756.96	3,704.00	-1,947.04
4300 · Chico	351,636.05	292,695.00	58,941.05
4400 · Oroville	102,415.46	74,100.00	28,315.46
4500 · Paradise	7,016.06		
Total 4000 · Program Income	462,824.53	370,499.00	92,325.53
4800 · Other Types of Income			
4810 · Interest Income	149.93		
4815 · CTA Registrations	0.00	1,666.00	-1,666.00
4820 · Miscellaneous Revenue	10,368.93		
Total 4800 · Other Types of Income	10,518.86	1,666.00	8,852.86
Total Income	473,343.39	372,165.00	101,178.39
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	35.14	74.00	-38.86
5300 · 2% Fee - Chico	7,032.73	5,854.00	1,178.73
5400 · 2% Fee - Oroville	2,048.31	1,482.00	566.31
5500 · 2% Fee - Paradise	140.32		
Total 5000 · 2% Fee	9,256.50	7,410.00	1,846.50
Total COGS	9,256.50	7,410.00	1,846.50
Gross Profit	464,086.89	364,755.00	99,331.89
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	44,332.27	50,000.00	-5,667.73
6020 · Capital Display	0.00	666.00	-666.00
6030 · Conferences	4,241.07	3,334.00	907.07
6050 · Creative Services	81,516.23	74,666.00	6,850.23
6060 · CTA Program	10,283.33	10,000.00	283.33
6070 · Dues and Memberships	711.20	2,666.00	-1,954.80
6100 · Marketing contracts			
6110 · Advertising Agencies	178,072.51	216,666.00	-38,593.49
6120 · Jack Rabbit	11,895.00	8,000.00	3,895.00
Total 6100 · Marketing contracts	189,967.51	224,666.00	-34,698.49
6200 · Meals	700.78	1,534.00	-833.22
6320 · Printing	4,162.11	33,334.00	-29,171.89
6340 · Public Relations	21,457.41	20,000.00	1,457.41
6350 · Sales and Marketing Exp. -Other	2,473.00	6,000.00	-3,527.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	67,778.16	66,515.00	1,263.16
6420 · Staffing - Payroll Taxes - Mktg	5,660.45	6,000.00	-339.55
6430 · Workers comp insurance	1,622.81	666.00	956.81
Total 6400 · Staffing - Marketing	75,061.42	73,181.00	1,880.42
6600 · State Fair Exhibit	15,525.51	16,666.00	-1,140.49
6700 · Website	913.31	10,666.00	-9,752.69
Total 6000 · Sales and Marketing Expense	451,345.15	527,379.00	-76,033.85
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	72,650.00	37,050.00	35,600.00
6900 · Zone and Micro-Marketing - Other	2,500.00		
Total 6900 · Zone and Micro-Marketing	75,150.00	37,050.00	38,100.00
7000 · Administration Expenses			
7150 · Interest expense	193.39		
7010 · Advertising	127.13	500.00	-372.87
7020 · Bank fees	112.00	66.00	46.00
7030 · Conference, Convention, Meeting	542.00	666.00	-124.00
7040 · Contract services	0.00	834.00	-834.00
7050 · Education	1,191.37	2,334.00	-1,142.63
7060 · Filing fees/ taxes	10.00	66.00	-56.00
7070 · General Administration	978.03	6,666.00	-5,687.97
7100 · Insurance	1,964.00	1,734.00	230.00
7200 · Meals	1,270.02	500.00	770.02
7210 · Membership dues	160.00	666.00	-506.00

Explore Butte County

Profit & Loss Budget Overview

January through August 2019

	Jan - Aug 19	Budget	\$ Over Budget
7300 · Office supplies	1,505.57	1,600.00	-94.43
7310 · Postage	827.54	334.00	493.54
7320 · Printing and Copying	455.82	666.00	-210.18
7330 · Professional fees - Accounting	10,435.00	10,000.00	435.00
7340 · Professional fees - Legal	0.00	1,666.00	-1,666.00
7350 · Promotion	0.00	66.00	-66.00
7360 · Rent/ Office Space	6,755.00	6,666.00	89.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	14,240.29	14,682.00	-441.71
7420 · Payroll taxes - admin	1,144.96	1,334.00	-189.04
7430 · Workers comp insurance	345.29	175.00	170.29
Total 7400 · Staffing - Admin	15,730.54	16,191.00	-460.46
7500 · Subscriptions	1,378.03	1,000.00	378.03
7560 · Telephone, Telecommunications	1,387.42	1,600.00	-212.58
7570 · Travel	1,705.61	1,334.00	371.61
7900 · Admin Expense- Other	0.00	666.00	-666.00
Total 7000 · Administration Expenses	46,728.47	55,821.00	-9,092.53
8000 · Contingency	0.00	11,166.00	-11,166.00
Total Expense	573,223.62	631,416.00	-58,192.38
Net Ordinary Income	-109,136.73	-266,661.00	157,524.27
Net Income	-109,136.73	-266,661.00	157,524.27

Explore Butte County

Balance Sheet

As of September 30, 2019

	Sep 30, 19
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,059,735.91
Total Checking/Savings	1,059,735.91
Total Current Assets	1,059,735.91
Fixed Assets	
1500 · Furniture and Equipment	11,346.31
1600 · Accumulated depreciation	-830.00
Total Fixed Assets	10,516.31
TOTAL ASSETS	1,070,252.22
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card	3,043.05
Total Credit Cards	3,043.05
Other Current Liabilities	
2400 · Payroll Liabilities	3,129.47
Total Other Current Liabilities	3,129.47
Total Current Liabilities	6,172.52
Total Liabilities	6,172.52
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	-164,735.55
Total Equity	1,064,079.70
TOTAL LIABILITIES & EQUITY	1,070,252.22

Explore Butte County

Profit & Loss

September 2019

	Sep 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	1,580.84
4300 · Chico	69,746.22
4400 · Oroville	17,034.49
Total 4000 · Program Income	88,361.55
4800 · Other Types of Income	
4810 · Interest Income	19.49
Total 4800 · Other Types of Income	19.49
Total Income	88,381.04
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	31.62
5300 · 2% Fee - Chico	1,394.92
5400 · 2% Fee - Oroville	340.69
Total 5000 · 2% Fee	1,767.23
Total COGS	1,767.23
Gross Profit	86,613.81
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	1,498.87
6050 · Creative Services	2,718.30
6060 · CTA Program	1,363.37
6100 · Marketing contracts	
6110 · Advertising Agencies	123,133.00
Total 6100 · Marketing contracts	123,133.00
6200 · Meals	217.97
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	8,482.52
6420 · Staffing - Payroll Taxes - Mktg	648.91
Total 6400 · Staffing - Marketing	9,131.43
6700 · Website	90.78
Total 6000 · Sales and Marketing Expense	138,153.72
7000 · Administration Expenses	
7150 · Interest expense	-4.64
7010 · Advertising	1.16
7070 · General Administration	31.98
7200 · Meals	81.64
7210 · Membership dues	880.00
7300 · Office supplies	345.84
7360 · Rent/ Office Space	1,035.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	1,845.57
7420 · Payroll taxes - admin	141.18
Total 7400 · Staffing - Admin	1,986.75
7500 · Subscriptions	60.98
7560 · Telephone, Telecommunications	125.25
Total 7000 · Administration Expenses	4,543.96
Total Expense	142,697.68

Explore Butte County
Profit & Loss
September 2019

	Sep 19
Net Ordinary Income	-56,083.87
Net Income	-56,083.87

Explore Butte County Profit & Loss

January through September 2019

	Jan - Sep 19
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	3,337.80
4300 · Chico	421,382.27
4400 · Oroville	119,449.95
4500 · Paradise	7,016.06
Total 4000 · Program Income	551,186.08
4800 · Other Types of Income	
4810 · Interest Income	169.42
4820 · Miscellaneous Revenue	10,368.93
Total 4800 · Other Types of Income	10,538.35
Total Income	561,724.43
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	66.76
5300 · 2% Fee - Chico	8,427.65
5400 · 2% Fee - Oroville	2,389.00
5500 · 2% Fee - Paradise	140.32
Total 5000 · 2% Fee	11,023.73
Total COGS	11,023.73
Gross Profit	550,700.70
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	45,831.14
6030 · Conferences	4,241.07
6050 · Creative Services	83,734.53
6060 · CTA Program	11,646.70
6070 · Dues and Memberships	711.20
6100 · Marketing contracts	
6110 · Advertising Agencies	301,205.51
6120 · Jack Rabbit	11,895.00
Total 6100 · Marketing contracts	313,100.51
6200 · Meals	918.75
6320 · Printing	4,162.11
6340 · Public Relations	21,457.41
6350 · Sales and Marketing Exp. -Other	2,473.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	76,260.68
6420 · Staffing - Payroll Taxes - Mktg	6,309.36
6430 · Workers comp insurance	1,622.81
Total 6400 · Staffing - Marketing	84,192.85
6600 · State Fair Exhibit	15,525.51
6700 · Website	1,004.09
Total 6000 · Sales and Marketing Expense	588,998.87
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	72,650.00
6900 · Zone and Micro-Marketing - Other	2,500.00
Total 6900 · Zone and Micro-Marketing	75,150.00
7000 · Administration Expenses	
7150 · Interest expense	188.75
7010 · Advertising	128.29
7020 · Bank fees	112.00

10:24 AM

10/07/19

Accrual Basis

Explore Butte County

Profit & Loss

January through September 2019

	Jan - Sep 19
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	1,351.66
7210 · Membership dues	1,040.00
7300 · Office supplies	1,851.41
7310 · Postage	827.54
7320 · Printing and Copying	455.82
7330 · Professional fees - Accounting	10,435.00
7360 · Rent/ Office Space	7,790.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	16,085.86
7420 · Payroll taxes - admin	1,286.14
7430 · Workers comp insurance	345.29
Total 7400 · Staffing - Admin	17,717.29
7500 · Subscriptions	1,453.96
7560 · Telephone, Telecommunications	1,512.67
7570 · Travel	1,705.61
Total 7000 · Administration Expenses	51,287.38
Total Expense	715,436.25
Net Ordinary Income	-164,735.55
Net Income	-164,735.55

Explore Butte County Profit & Loss Budget Overview

January through September 2019

	Jan - Sep 19	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	3,337.80	4,167.00	-829.20
4300 · Chico	421,382.27	329,282.00	92,100.27
4400 · Oroville	119,449.95	83,362.50	36,087.45
4500 · Paradise	7,016.06		
Total 4000 · Program Income	551,186.08	416,811.50	134,374.58
4800 · Other Types of Income			
4810 · Interest Income	169.42		
4815 · CTA Registrations	0.00	1,875.00	-1,875.00
4820 · Miscellaneous Revenue	10,368.93		
Total 4800 · Other Types of Income	10,538.35	1,875.00	8,663.35
Total Income	561,724.43	418,686.50	143,037.93
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	66.76	83.00	-16.24
5300 · 2% Fee - Chico	8,427.65	6,586.00	1,841.65
5400 · 2% Fee - Oroville	2,389.00	1,667.00	722.00
5500 · 2% Fee - Paradise	140.32		
Total 5000 · 2% Fee	11,023.73	8,336.00	2,687.73
Total COGS	11,023.73	8,336.00	2,687.73
Gross Profit	550,700.70	410,350.50	140,350.20
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	45,831.14	56,250.00	-10,418.86
6020 · Capital Display	0.00	750.00	-750.00
6030 · Conferences	4,241.07	3,750.00	491.07
6050 · Creative Services	83,734.53	84,000.00	-265.47
6060 · CTA Program	11,646.70	11,250.00	396.70
6070 · Dues and Memberships	711.20	3,000.00	-2,288.80
6100 · Marketing contracts			
6110 · Advertising Agencies	301,205.51	243,750.00	57,455.51
6120 · Jack Rabbit	11,895.00	9,000.00	2,895.00
Total 6100 · Marketing contracts	313,100.51	252,750.00	60,350.51
6200 · Meals	918.75	1,725.00	-806.25
6320 · Printing	4,162.11	37,500.00	-33,337.89
6340 · Public Relations	21,457.41	22,500.00	-1,042.59
6350 · Sales and Marketing Exp. -Other	2,473.00	6,750.00	-4,277.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	76,260.68	74,830.00	1,430.68
6420 · Staffing - Payroll Taxes - Mktg	6,309.36	6,750.00	-440.64
6430 · Workers comp insurance	1,622.81	750.00	872.81
Total 6400 · Staffing - Marketing	84,192.85	82,330.00	1,862.85
6600 · State Fair Exhibit	15,525.51	18,750.00	-3,224.49
6700 · Website	1,004.09	12,000.00	-10,995.91
Total 6000 · Sales and Marketing Expense	588,998.87	593,305.00	-4,306.13
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	72,650.00	41,681.00	30,969.00
6900 · Zone and Micro-Marketing - Other	2,500.00		
Total 6900 · Zone and Micro-Marketing	75,150.00	41,681.00	33,469.00
7000 · Administration Expenses			
7150 · Interest expense	188.75		
7010 · Advertising	128.29	562.50	-434.21
7020 · Bank fees	112.00	75.00	37.00
7030 · Conference, Convention, Meeting	542.00	750.00	-208.00
7040 · Contract services	0.00	938.00	-938.00
7050 · Education	1,191.37	2,625.00	-1,433.63
7060 · Filing fees/ taxes	10.00	75.00	-65.00
7070 · General Administration	1,010.01	7,500.00	-6,489.99
7100 · Insurance	1,964.00	1,950.00	14.00
7200 · Meals	1,351.66	562.50	789.16
7210 · Membership dues	1,040.00	750.00	290.00

Explore Butte County Profit & Loss Budget Overview

January through September 2019

	Jan - Sep 19	Budget	\$ Over Budget
7300 · Office supplies	1,851.41	1,800.00	51.41
7310 · Postage	827.54	375.00	452.54
7320 · Printing and Copying	455.82	750.00	-294.18
7330 · Professional fees - Accounting	10,435.00	11,250.00	-815.00
7340 · Professional fees - Legal	0.00	1,875.00	-1,875.00
7350 · Promotion	0.00	75.00	-75.00
7360 · Rent/ Office Space	7,790.00	7,500.00	290.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	16,085.86	16,518.00	-432.14
7420 · Payroll taxes - admin	1,286.14	1,500.00	-213.86
7430 · Workers comp insurance	345.29	196.50	148.79
Total 7400 · Staffing - Admin	17,717.29	18,214.50	-497.21
7500 · Subscriptions	1,453.96	1,125.00	328.96
7560 · Telephone, Telecommunications	1,512.67	1,800.00	-287.33
7570 · Travel	1,705.61	1,500.00	205.61
7900 · Admin Expense- Other	0.00	750.00	-750.00
Total 7000 · Administration Expenses	51,287.38	62,802.50	-11,515.12
8000 · Contingency	0.00	12,561.00	-12,561.00
Total Expense	715,436.25	710,349.50	5,086.75
Net Ordinary Income	-164,735.55	-299,999.00	135,263.45
Net Income	-164,735.55	-299,999.00	135,263.45

August 2019 Variance Report

Income					
	4000		+	\$ 92,325.53	Program income from properties the jurisdictions is high because of inflated occupancy due to the camp fire in Nov. 2018.
	4815		-	\$ 1,666.00	CTA Registration was to be documented here. Program start date was pushed back 6 months, collections have begun.
	5000		+	\$ 1,846.50	COGS is higher than budgeted because it is 2% of program income and income collected is much higher.
Expense					
	6010	Advertising	-	\$ 5,667.73	print advertising has not been paid for yet
	6050	Creative Services	+	\$ 6,850.23	CrowdRiff was paid out of creative in Aug, that was \$13,000.
	6070	Dues & Membership	-	\$ 1,954.80	Not all memberships have been billed yet.
	6110	Advertising Agencies	-	\$ 38,593.49	Quarterly ad buy for Porter Co has not been paid yet. This will be made up in next month.
	6120	Jack Rabbit	+	\$ 3,895.00	Jack Rabbit is billed annually.
	6320	Printing	-	\$ 29,171.89	Printing budget is for visitors guide - will see this in October or November
	6340	public relations	+	\$ 1,457.41	over based on hosted trip for Visit CA
	6350	Sales & Mkt Other	-	\$ 3,524.00	No expense here yet
	6400	Staffing - Mkt	+	\$ 1,880.42	Budget was not adjusted for E.D. pay increase.
	6600	State Fair Exhibit	-	\$ 1,140.49	Will finish year underbudget - did not spend entire \$25K item
	6700	Website	-	\$ 9,752.69	Will finish year underbudget - most expense is being paid out of advertising agency fees. Cost to transition CMS was not what was anticipated.
	6900	Zone Mkt	+	\$ 38,100.00	Is overbudget because of how budget is built - this item is used as we spend zone marketing but only budgeted as 10% of income
	7050	Education	-	\$ 1,142.63	only spent a few months during the year
	7070	General Administration	-	\$ 5,687.97	to be used on new equipment by end of year - new staff furniture, computer
	7340	Professional Fees - Legal	-	\$ 1,666.00	No legal fees so far this year
Net Income			+	\$ 157,524.27	Budgeted net income is -\$266,661 (negative), but is actually -\$109,136.73 (negative).

September 2019 Variance Report

Income					
	4000		+	\$ 134,374.58	Program income from properties the jurisdictions is high because of inflated occupancy due to the camp fire in Nov. 2018.
	4815		-	\$ 1,875.00	CTA Registration was to be documented here. Program start date was pushed back 6 months, collections have begun.
	5000		+	\$ 2,687.73	COGS is higher than budgeted because it is 2% of program income and income collected is much higher.
Expense					
	6010	Advertising	-	\$ 10,418.86	print advertising has not been paid for yet, expect this in Oct & Nov
	6070	Dues & Membership	-	\$ 2,288.80	Not all memberships have been billed yet.
	6110	Advertising Agencies	+	\$ 57,455.51	4th quarter advertising was pre-billed and paid in Sep.
	6120	Jack Rabbit	+	\$ 2,895.00	Jack Rabbit is billed annually.
	6320	Printing	-	\$ 33,337.89	Printing budget is for visitors guide - will see this in October or November. Expected cost for first 10K copies is \$15,000 - there will be about \$20K left in this budget at end of year
	6340	PR	+	\$ 1,042.59	over based on hosted trip for Visit CA
	6350	Sales & Mkt Other	-	\$ 4,277.00	No expense here yet
	6400	Staffing - Mkt	+	\$ 1,862.85	Budget was not adjusted for E.D. pay increase.
	6600	State Fair Exhibit	-	\$ 3,224.49	Will finish year underbudget - did not spend entire \$25K item
	6700	Website	-	\$ 10,995.91	Will finish year underbudget - most expense is being paid out of advertising agency fees. Cost to transition CMS was not what was anticipated.
	6900	Zone Mkt	+	\$ 33,469.00	Is overbudget because of how budget is built - this item is used as we spend zone marketing but only budgeted as 10% of income
	7050	Education	-	\$ 1,433.63	only spent a few months during the year
	7070	General Administration	-	\$ 6,489.99	to be used on new equipment by end of year - new staff furniture, computer
	7340	Professional Fees - Legal	-	\$ 1,875.00	No legal fees so far this year
Net Income			+	\$ 135,263.45	Budgeted net income is -\$299,999 (negative), but is actually -\$164,735.55 (negative).

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

- 3 representatives of businesses paying the BCTID Assessment within Chico.
- 2 representatives of businesses paying the BCTID Assessment within Oroville.
- 1 representative of a business paying the BCTID Assessment within Paradise.
- 1 representative of a business paying the BCTID Assessment within unincorporated Butte County.
- 2 representatives of the community at large with an interest in the travel and tourism industry.

To be eligible to apply, you must be a representative of a business paying the Butte County Tourism Improvement Assessment within the community of Chico, Oroville, Paradise, or unincorporated Butte County. The 2 representatives of the community at large must have an interest in the travel and tourism industry.

Nomination Process

If you are interested in being considered for a position on the Board, please provide the following by _____ (60 days before annual meeting): (1) Name, (2) Title, (3) Lodging Establishment, (4) Lodging Establishment physical address, and (5) Reason why you are interested in a Director position with Explore Butte County. The information may be sent via email to: nomination@explorebuttecounty.com, or mailed to P.O. Box 2154, Chico, CA 95927. The Nomination Committee will review all nominations per the timeline and make a final recommendation to the Board at the Annual Meeting in March.

Annual Timeline

- September - Nominations Committee is convened by approval of the Board
- First week of October - First notice of Call for Nominations
 - Notice to all current hotel partners and stakeholders via email and written notice
 - Deadline for submission of application is 60 days before the upcoming March meeting
 - Specific outreach done to Directors whose seats are expiring
- During first meeting of the committee, recruitment strategy to be discussed and potential nominees to be invited to upcoming board meetings
- EBC staff to continue noticing of open nominations, with a minimum of three notices
- Nominations Committee to give update of recruitment process at January meeting
- Nominations Committee to meet after the 60-day nomination window has closed and prior to the February meeting to review submissions and formalize their recommendation
 - Those recommended must meet eligibility as set forth in Article V, Section 4 of the Bylaws.
- At the February meeting, or 30-days prior to the March Annual Meeting, the Nominations Committee will inform the current board of their recommendations for expiring seats
- March's Annual Meeting, the Board will approve the slate of recommendations if there are no objections or nominations from the floor.

Procedure for nominations during the Annual Meeting

- The slate of nominees from the Nomination Committee, along with the formal nominee application, will be included in the March board packet to be reviewed prior to the meeting.
- A recommendation will be made to approve the slate of Directors as recommended by the Nomination Committee unless there is opposition or if there are nominations from the floor.
- If:
 - No opposition or floor nominations - the Board can approve the seconded motion;
 - There is opposition - the Board will hear the opposition and offer the opposed candidate an opportunity for rebuttal before approving the seconded motion;
 - There is a nomination from the floor - the Board can approve all unopposed seats before hearing from the nominated candidate and those running against them from the floor.
- **Example: Nomination Committee submits their nominations as Hotelier Ann for Chico, Hotelier Bob for Paradise, and Hotelier Chuck for Oroville.**
 - No opposition: Recommendation to approve the slate of nominations as presented, motion seconded, board approves. Ann, Bob and Chuck move to the dias to take their seats.
 - There is opposition. Audience member steps up and opposes Chuck because Chuck hasn't been active in the Oroville community and they feel he wouldn't be a good representation.

- Recommendation made to approve the rest of the slate of nominees, not Chuck. Board moves through process and approves Ann and Bob.
- Chuck has opportunity to address the Board, rebutting what the audience member has said.
- Recommendation made to approve Chuck as the nominees for the Oroville seat. Motion has to be seconded and board members to vote.
- If the board does not vote to approve one of the slate of nominees the seat will remain open.
- Nomination from the floor. Hotelier from a Chico hotel opposes Ann's nomination and states she would like to run for the Chico seat.
 - Recommendation made to approve the Paradise and Oroville seats, process followed, board votes.
 - All nominees for the Chico seat have an opportunity to address the Board, including Ann who has already been recommended by the Board.
 - The recommendation is made for each member of the Board to vote for the person they would like to hold the Chico seat. The Board will each vote and the nominee with the majority of the votes will become the nominee for the Chico seat. A recommendation will be made for that candidate to hold the seat and each board member will vote for or against that nominee.



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

Downtown Chico
Business Assn.
Chico

Debbie Collins
Chico

Evie Cameron
Paradise

Heather MacDonald
Unincorporated County

Tony Catalano
Oroville

Jennifer Leonard
Unincorporated County

Melissa Schuster
Paradise

Chico Velo
Countywide

October 17, 2019

Board of Directors
Shasta Cascade Wonderland Association
1699 CA-273
Anderson, CA 96007

Dear SCWA Board of Directors,

On behalf of the Explore Butte County Board of Directors, I would like to recommend Carolyn Denero, executive director of Explore Butte County, for the vacant board seat for Shasta Cascade Wonderland Association. This recommendation is for the second voting seat representing Butte County. Carolyn has served as Explore Butte County's executive director since May of 2018, and as a contractor for a year prior to that. With more than 7 years of travel and tourism experience, she understands the needs of the travel and tourism community and the necessity for all of us to work together.

I would be happy to answer any further questions.

Sincerely,

Bruce Spangler
President of the Board
Explore Butte County

4.8 Consideration of board members attending the 2020 Outlook Forum

Carolyn Denero attended Visit California's annual Outlook Forum in February of 2019. During the conference there were many board members from other California TBIDs. When questioned, they stated that their TBID paid for them to attend the conference as prescribed by their management district plan as "an education of lodging business management and the owners' association on marketing strategies best suited to meet assessed business needs".

Based on the Management District Plan, EBC budget can be spent for the owners' association members to attend conferences for education on marketing strategies.

"Outlook Forum is California's premier travel and tourism event where experts from every sector of the industry gather to share their insights and experiences about the latest trends, marketing tactics and research. With over 600 attendees annually, Outlook Forum provides a unique opportunity to network with and learn from the organizations and individuals that are guiding the highest-level conversations impacting today's travel market." [Information Link.](#)

2020 Outlook Forum Details

Location: Marriott Marquis San Diego Marina

Dates: February 10-12, 2020

Registration Fees:

Early Bird (ends Nov 22) - \$649/person

Standard - \$999/person

Vendor - \$1999/person

Hotel Room (at conference hotel):

2 nights, block rate: \$590 + tax and fees/room

Flights (from Sacramento to San Diego):

Southwest estimate - \$112.96 round trip

Total for one person at current rates: \$1,451.96 (added \$100 for hotel taxes + fees and does not include food, parking, etc.)