



## Board of Directors

Brooke Smith  
*Chico - Vice President*

Bruce Spangler  
*Oroville - President*

Dori Franklin  
*Chico - Secretary*

Haroon Saddique  
*Paradise*

Kiran Paragji  
*Oroville*

Mohammad Billah  
*Chico*

Nicole Johansson  
*At Large*

Scott Stoller  
*At Large - Treasurer*

## Advisors to the Board

Betsy Yarbrough  
*County-wide*

Debbie Collins  
*Chico*

Evie Cameron  
*Paradise*

Heather MacDonald  
*Unincorporated County*

Heather Johnson  
*Oroville*

Jennifer Macarthy  
*County-wide*

Jovanni Tricerri  
*Unincorporated County*

Kelsey Torres  
*Chico*

Melissa Schuster  
*Paradise*

# Board of Directors

## Regular Meeting

April 12, 2018  
8:00 – 9:15 a.m.

### Meeting Location:

Chapelle de L'Artiste  
3300 Inspiration Lane, Paradise

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**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.

## Agenda

1. **Closed Session** (8:00–8:30 a.m.) – Executive Director contract review
2. **Call Meeting to Order** (8:30–9:15 a.m.)
3. **Corrections and/or Changes to the Agenda**
  - a. Board
  - b. Public
4. **Consent Agenda**
  - a. Meeting Minutes – March 2, 2018 and Special Meeting Minutes – March 23, 2018
5. **Public Comment** (non-agenda items; please limit to 5 minutes each)
6. **Regular Agenda**
  - a. Presentation – Everybody Healthy Body (10 minutes)
  - b. Finance Committee update
    - i. March financial reports
    - ii. Financial statements with independent accountant's compilation report
  - c. Staffing Committee report



- d. Office Space Committee report
  - i. Review of locations visited
  - ii. Recommendation of additional start-up expenses
- e. State Fair Committee report
- f. Zone Marketing Committee report
- g. Marketing Committee report
  - i. San Francisco Chronicle – print piece
  - ii. SF Gate – digital story
  - iii. RFP – Advertising Services; presentations to be made at next board meeting
  - iv. Review of analytics
  - v. Social media contract
- h. Program Coordinator Report

**Adjournment**

Next meeting – Special Meeting, April 20, 2018