



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

Special Meeting

April 20, 2018
11:00 a.m. – 1:30 p.m.

Meeting Location:

Oxford Suites Chico
2035 Business Lane, Chico

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. **Call Meeting to Order**
2. **State Fair Committee** – Recommendation to engage booth builder
3. **Advertising Services Presentations**
 - a. Burghardt + Dore Presentation – 20 minutes (11:15 – 11:35)
 - i. Q&A for agency – 10 minutes (11:35 – 11:45)
 - ii. Discussion – 10 minutes (11:45 – 11:55)
 - b. Crowd Presentation – 20 minutes (12:00 – 12:20)
 - i. Q&A for agency – 10 minutes (12:20 – 12:30)
 - ii. Discussion – 10 minutes (12:30 – 12:40)
 - c. Porter CO Presentation – 20 minutes (12:45 – 1:05)
 - i. Q&A for agency – 10 minutes (1:05 – 1:15)
 - ii. Discussion – 10 minutes (1:15 – 1:25)
4. **Closed Session**
 - a. Final scoring and selection of advertising agency
5. **Open Session** – Announcement of EBC's decision to move into negotiations with Advertising Agency for Advertising Services

Adjournment