



## 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

May 10, 2018  
12:30 p.m. – 2:00 p.m.

### Meeting Location:

Residence Inn by Marriott  
2485 Carmichael Drive, Chico

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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** (12:00 – 12:30 p.m.) – Executive Director employment agreement review
2. **Call Meeting to Order**
3. **Corrections and/or Changes to the Agenda**
  - a. Board
  - b. Public
4. **Consent Agenda**
  - a. Meeting Minutes – April 12, 2018
  - b. Special Meeting Minutes – April 20, 2018
  - c. April 2018 Financial Reports
5. **Public Comment** (non-agenda items; please limit to 5 minutes each)
6. **Regular Agenda**
  - a. Strategic Plan – Recommendation to accept the Strategic Planning Session Report as prepared by Morrison & Company
    - i. Updates on objectives as agreed upon
      1. Establish EBC as the recognized leader driving county tourism efforts to achieve 100% jurisdictional buy-in by 2020 (Denero)
      2. Establish EBC as the authority in tourism by developing and deploying creative assets



- that promote Butte County as the preferred travel destination (Johansson)
- 3. Solidify the administrative function of EBC (Spangler)
- b. EBC Bylaws
  - i. Form bylaw review committee
  - ii. Discussion of board member resignation/opening mid-term
- c. Finance Committee Report
  - i. Recommendation to update 2018 budget
- d. Office Space Committee report
  - i. Recommendation on an office space, to include the location, cost, parking, ADA accessibility, and ability to host board meetings
- e. Zone Marketing Committee
  - i. Recommendation to fund, at the specified levels, the zone marketing applications as prepared for the board. (Detailed break-down included in board packet.)
- f. Marketing Committee
  - i. Recommendation to approve the Advertising Services contract with Porter Co, not to exceed \$150,000
- g. Program Coordinator Report (written report included in board packet)
  - i. EBC Annual Report Draft
  - ii. San Francisco Chronicle & SF Gate
  - iii. Website and Social Media
  - iv. State Capitol Window Display
  - v. State Fair Exhibit

**Adjournment**

Next meeting – June 14, 2018