



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

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



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Board of Directors - Minutes

Regular Meeting

April 12, 2018
8:00 – 9:15 a.m.

Meeting Location:

Chapelle de L'Artiste
3300 Inspiration Lane, Paradise

Agenda

1. Closed Session

Present: Scott Stoller, Bruce Spangler, Mohammad Billah, Nicole Johansson, Kiran Piragji, Haroon Saddique
Review of Executive Director employment agreement. No action to report.

2. Meeting called to order 8:50 a.m.

- a. Present: Brooke Smith, Bruce Spangler, Dori Franklin*, Haroon Saddique, Kiran Paragji, Mohammad Billah, Nicole Johansson, Scott Stoller, Betsy Yarbrough, Debbie Collins, Evie Cameron, Heather MacDonald, Heather Johnson, Jennifer Macarthy, Jovanni Tricerri, Kelsey Torres, Melissa Schuster

*Late arrival – impacting votes

- b. Absent: None

- c. Guests: Carolyn Denero, EBC

3. Corrections and/or Changes to the Agenda – None

4. Consent Agenda

Motion to accept the meeting minutes from March 2 and special meeting minutes from March 23 as written. (Motion: Johansson; Second: Smith) Ayes: 7, Noes: 0, Abstain: 0. Passed 7-0

5. Public Comment

Debbie Collins – The City of Chico is looking at an ordinance change regarding short-term vacation rentals to include the collection of TOT and ultimately TBID. There are currently no objections. There is a



potential for additional revenue for EBC based on the 142 identified properties in Chico. At this point it has not been determined how the City will enforce or collect.

6. Regular Agenda

a. Presentation – Jovanni Tricerri of Everybody Healthy Body

b. Finance Committee update

i. Review of March financials

ii. EBC engaged Holly Pladson, CPA to complete an independent accountant's compilation report for 2017. It was included in board packet for review.

c. Staffing Committee report

The board voted and extended an offer to Carolyn Denero for the Executive Director position. The board is working through language of the employment agreement.

d. Office Space Committee

i. Committee reviewed various options in Paradise, Durham and Chico. Looking at spaces there were more questions to ask the board. Priorities of an office space include: ability to host monthly board meetings, short-term lease option (because of funding), ADA accessibility for open meetings, ease of parking. No problem if office is co-located with a chamber of commerce or other business. Location should be equitable for all jurisdictions. Committee to continue exploring options.

e. State Fair Committee report – Out of time

f. Zone Marketing Committee report – Out of time

g. Marketing Committee report – Out of time

h. Program Coordinator Report – Out of time, to include above items in written report

Meeting adjourned at 9:50 a.m.

Meetings respectfully submitted by Carolyn Denero



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Board of Directors - Minutes

Special Meeting

April 20, 2018

11:00 a.m. – 1:30 p.m.

Meeting Location:

Oxford Suites Chico
2035 Business Lane, Chico

Agenda

1. Meeting called to order 11:00 a.m.

- a. Present: Bruce Spangler, Dori Franklin, Scott Stoller, Nicole Johansson, Brooke Smith, Kiran Piragji*, Debbie Collins, Betsy Yarbrough, Jovanni Tricerri, Heather MacDonald, Jennifer Macarthy, Heather Johnson, Kelsey Torres.

- i. *late arrival, did not vote on item 2

- b. Absent: Mohammad Billah, Haroon Saddique, Evie Cameron, Melissa Schuster

- c. Guests: Daniel Bond, Langlers Webworks; Chad Abramson, Action News; Carolyn Denero, EBC

- ### 2. State Fair Committee – Recommendation to engage booth builder
- Heather MacDonald – review of process for engaging a booth builder. Committee send bid to 6 different booth builders and received one proposal from David Selkirk. Review of his concepts, and discussion of items the board would like to see in the booth. Overwhelmingly the group liked the idea of a booth that people could walk into and engage with. Budget in proposal was more than \$15,000; Denero to negotiate the cost of building the booth. Stoller working on details for the potential winnings as well. Motion to engage David Selkirk to build the Butte County booth at the State Fair. (Motion: Johansson; Second Smith) Ayes 5, No 0, Abstain 0. Passed 5-0.

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 at 2:00 p.m.**
 - a. Final scoring and selection of advertising agency
- 5. Open Session at 2:30 p.m. – Motion to move into negotiations for advertising services with the agency who had the highest score by the board, which was Porter Co. (Motion: Smith; Second: Piragji) Ayes 6, Noes 0, Abstain 0.**

Meeting adjourned at 2:35 p.m.

Meetings respectfully submitted by Carolyn Denero

	Apr 30, 18
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	983,906.56
Total Checking/Savings	983,906.56
Total Current Assets	983,906.56
TOTAL ASSETS	983,906.56
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2300 · TCB Credit Card	694.56
Total Credit Cards	694.56
Total Current Liabilities	694.56
Total Liabilities	694.56
Equity	
3200 · Unrestricted Net Assets	827,920.02
3300 · Net Assets - Reserved	
3350 · Reserved - TBID Renewal Fees	75,000.00
3360 · Reserved - Zone Marketing	145,673.29
Total 3300 · Net Assets - Reserved	220,673.29
Net Income	-65,381.31
Total Equity	983,212.00
TOTAL LIABILITIES & EQUITY	983,906.56

	<u>Apr 18</u>
Ordinary Income/Expense	
Income	
4000 · Program Income	
4400 · Oroville	7,272.44
Total 4000 · Program Income	7,272.44
4800 · Other Types of Income	
4810 · Interest Income	17.20
Total 4800 · Other Types of Income	17.20
Total Income	7,289.64
Cost of Goods Sold	
5000 · 2% Fee	
5400 · 2% Fee - Oroville	145.45
Total 5000 · 2% Fee	145.45
Total COGS	145.45
Gross Profit	7,144.19
Expense	
6000 · Sales and Marketing Expense	
6015 · Contract services - Marketing	3,360.00
6040 · Marketing contracts	35,260.09
6050 · Meals	48.27
6070 · Website	70.00
Total 6000 · Sales and Marketing Expense	38,738.36
7000 · Administration Expenses	
7040 · Contract services	1,440.00
7070 · Meals	286.30
7090 · Office supplies	58.12
7110 · Printing and Copying	50.41
7160 · Subscriptions	55.44
Total 7000 · Administration Expenses	1,890.27
Total Expense	40,628.63
Net Ordinary Income	-33,484.44
Net Income	<u><u>-33,484.44</u></u>

Explore Butte County Profit & Loss Budget Overview January through April 2018

	Jan - Apr 18	Budget
Ordinary Income/Expense		
Income		
4000 · Program Income		
4200 · Butte County	571.29	2,550.00
4300 · Chico	90,666.93	193,800.00
4400 · Oroville	16,845.98	45,900.00
4500 · Paradise	0.00	12,750.00
4000 · Program Income - Other	0.00	0.00
Total 4000 · Program Income	<u>108,084.20</u>	<u>255,000.00</u>
4800 · Other Types of Income		
4810 · Interest Income	65.09	0.00
Total 4800 · Other Types of Income	<u>65.09</u>	<u>0.00</u>
Total Income	<u>108,149.29</u>	<u>255,000.00</u>
Cost of Goods Sold		
5000 · 2% Fee		
5200 · 2% Fee - Butte County	9.03	50.00
5300 · 2% Fee - Chico	1,813.34	3,800.00
5400 · 2% Fee - Oroville	336.92	900.00
5500 · 2% Fee - Paradise	0.00	250.00
Total 5000 · 2% Fee	<u>2,159.29</u>	<u>5,000.00</u>
Total COGS	<u>2,159.29</u>	<u>5,000.00</u>
Gross Profit	<u>105,990.00</u>	<u>250,000.00</u>
Expense		
6000 · Sales and Marketing Expense		
6005 · Capital Display	4,237.50	1,667.00
6010 · Conferences	46.47	1,666.00
6015 · Contract services - Marketing	15,027.08	2,333.00
6020 · Dues and Memberships	15.00	1,333.00
6040 · Marketing contracts	133,114.25	116,467.00
6050 · Meals	221.17	667.00
6055 · Staffing	0.00	20,533.00
6060 · State Fair Exhibit	0.00	5,000.00
6070 · Website	403.84	333.00
6000 · Sales and Marketing Expense - Other	0.00	1,667.00
Total 6000 · Sales and Marketing Expense	<u>153,065.31</u>	<u>151,666.00</u>
6900 · Zone and Micro-Marketing		
6910 · Outside Contract Services	0.00	21,667.00
Total 6900 · Zone and Micro-Marketing	<u>0.00</u>	<u>21,667.00</u>
7000 · Administration Expenses		
7010 · Advertising	0.00	667.00
7020 · Bank fees	6.00	33.00
7030 · Conference, Convention, Meeting	0.00	167.00
7040 · Contract services	6,192.00	1,000.00
7050 · Education	0.00	833.00
7055 · Filing fees/ taxes	0.00	33.00
7058 · General Administration	5,550.00	6,900.00
7060 · Insurance	0.00	1,000.00
7070 · Meals	606.78	667.00
7080 · Membership dues	0.00	68.00
7085 · Miscellaneous	0.00	167.00
7090 · Office supplies	58.12	833.00
7100 · Postage	146.00	166.00
7110 · Printing and Copying	208.65	334.00
7120 · Professional fees - Accounting	4,915.00	4,000.00
7130 · Professional fees - Legal	225.00	1,666.00
7140 · Promotion	0.00	33.00

11:16 AM

05/04/18

Accrual Basis

Explore Butte County
Profit & Loss Budget Overview
January through April 2018

	<u>Jan - Apr 18</u>	<u>Budget</u>
7145 · Rent/ Office Space	0.00	4,000.00
7150 · Rent/ Storage	180.00	267.00
7155 · Staffing	0.00	8,800.00
7160 · Subscriptions	218.45	334.00
7180 · Telephone, Telecommunications	0.00	200.00
7190 · Travel	0.00	332.00
7000 · Administration Expenses - Other	0.00	0.00
Total 7000 · Administration Expenses	18,306.00	32,500.00
8000 · Contingency	0.00	6,500.00
9000 · Collection Expense	0.00	4,334.00
Total Expense	171,371.31	216,667.00
Net Ordinary Income	-65,381.31	33,333.00
Net Income	<u>-65,381.31</u>	<u>33,333.00</u>

Explore Butte County Profit & Loss Budget Overview January through April 2018

	\$ Over Budget
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	-1,978.71
4300 · Chico	-103,133.07
4400 · Oroville	-29,054.02
4500 · Paradise	-12,750.00
4000 · Program Income - Other	0.00
Total 4000 · Program Income	-146,915.80
4800 · Other Types of Income	
4810 · Interest Income	65.09
Total 4800 · Other Types of Income	65.09
Total Income	-146,850.71
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	-40.97
5300 · 2% Fee - Chico	-1,986.66
5400 · 2% Fee - Oroville	-563.08
5500 · 2% Fee - Paradise	-250.00
Total 5000 · 2% Fee	-2,840.71
Total COGS	-2,840.71
Gross Profit	-144,010.00
Expense	
6000 · Sales and Marketing Expense	
6005 · Capital Display	2,570.50
6010 · Conferences	-1,619.53
6015 · Contract services - Marketing	12,694.08
6020 · Dues and Memberships	-1,318.00
6040 · Marketing contracts	16,647.25
6050 · Meals	-445.83
6055 · Staffing	-20,533.00
6060 · State Fair Exhibit	-5,000.00
6070 · Website	70.84
6000 · Sales and Marketing Expense - Other	-1,667.00
Total 6000 · Sales and Marketing Expense	1,399.31
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	-21,667.00
Total 6900 · Zone and Micro-Marketing	-21,667.00
7000 · Administration Expenses	
7010 · Advertising	-667.00
7020 · Bank fees	-27.00
7030 · Conference, Convention, Meeting	-167.00
7040 · Contract services	5,192.00
7050 · Education	-833.00
7055 · Filing fees/ taxes	-33.00
7058 · General Administration	-1,350.00
7060 · Insurance	-1,000.00
7070 · Meals	-60.22
7080 · Membership dues	-68.00
7085 · Miscellaneous	-167.00
7090 · Office supplies	-774.88
7100 · Postage	-20.00
7110 · Printing and Copying	-125.35
7120 · Professional fees - Accounting	915.00
7130 · Professional fees - Legal	-1,441.00
7140 · Promotion	-33.00

Explore Butte County
Profit & Loss Budget Overview
 January through April 2018

	\$ Over Budget
7145 · Rent/ Office Space	-4,000.00
7150 · Rent/ Storage	-87.00
7155 · Staffing	-8,800.00
7160 · Subscriptions	-115.55
7180 · Telephone, Telecommunications	-200.00
7190 · Travel	-332.00
7000 · Administration Expenses - Other	0.00
Total 7000 · Administration Expenses	-14,194.00
8000 · Contingency	-6,500.00
9000 · Collection Expense	-4,334.00
Total Expense	-45,295.69
Net Ordinary Income	-98,714.31
Net Income	-98,714.31

Explore Butte County
Profit & Loss
 January through April 2018

	Jan - Apr 18
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	571.29
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	65.09
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Total Income	108,149.29
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Total COGS	2,159.29
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	153,065.31
Total 6000 · Sales and Marketing Expense	153,065.31
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7070 · Meals	606.78
7090 · Office supplies	58.12
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7110 · Printing and Copying	208.65
7120 · Professional fees - Accounting	4,915.00
7130 · Professional fees - Legal	225.00
7150 · Rent/ Storage	180.00
7160 · Subscriptions	218.45
	18,306.00
Total 7000 · Administration Expenses	18,306.00
Total Expense	171,371.31
Net Ordinary Income	-65,381.31
Net Income	-65,381.31



STRATEGIC PLANNING SESSION REPORT

APRIL 2018

COMPLETED BY:



MORRISON & COMPANY

TABLE OF CONTENTS

Overview (Page 1)

Organization Mission, Vision, and Goals (Page 2)

Current State (Page 3-4)

Strengths, Opportunities, Weaknesses, Threats (Page 5)

Focused Opportunities and Threats (Page 6)

Strategic Objectives (Page 7-9)

Parking Lot (Page 10)

Recommendations (Page 11)

OVERVIEW

Explore Butte County (EBC) engaged Morrison & Company in early 2018 to assist with the organization's strategic planning efforts.

Over the course of several weeks, Morrison & Company interviewed the now Executive Director of EBC, reviewed key organizational documents (2016 Annual Report, 2016/17-2018/19 Tourism Marketing Plan, etc.) and surveyed all board members to gain critical insights on the current state of EBC, perceived strengths and weaknesses of EBC, and general opportunities individuals saw for the organization. This contributed to a one-day strategic planning session facilitated by Morrison & Company and conducted among board members and the EBC Executive Director to outline the main strategic objectives of the organization over a one year period.

Attendees included:

Bruce Spangler

Brooke Smith

Dori Franklin

Scott Stoller

Haroon Saddique

Kiran Piragji

Mohammad Billah

Nicole Johansson

Heather Johnson

Jovanni Tricerri

Melissa Schuster

Jennifer Macarthy

Betsy Yarbrough

Debbie Collins

Kelsey Torres

Evie Cameron

Heather MacDonald

Carolyn Denero

The following report is a summary of the work completed during the one-day session.

MISSION, VISION, AND GOALS

The board had defined EBC's mission, vision, and goals in recent years. Given this, and the general alignment of the organization with these developed statements, these were not altered during the strategic planning process. They are defined as:

Mission

The mission of Explore Butte County is to promote Butte County as a visitor destination through a variety of marketing programs that generate room nights, hotel revenues, and TOT taxes for the properties participating in the TBID.

Vision

To develop and implement county-wide tourism programs that position Butte County as a year-round travel destination that provides a quality visitor experience while working in harmony with the values of the community.

Goals

Increase tourism spending and hotel revenue in Butte County by effectively promoting tourism that optimizes Butte County's assets, including its location, recreation, agriculture and history while contributing to economic prosperity and regional development and supporting the attributes of the four communities participating in the TBID (Chico, Oroville, Paradise, Biggs).

CURRENT STATE

Statements on the Current State of Explore Butte County were gathered during the survey process. Statements that were agreed upon by the attendees of the strategic planning process were retained and are captured below. Additional comments were added as well and reflected below:

- All but two of the board members are hoteliers.
- Explore Butte County is in the process of building marketing materials and branding. Initial marketing materials have been developed.
- The only revenue stream for the organization is from the TBID.
- Other businesses receive the benefits of the TBID but they do not financially contribute to TBID.
- Have one newly appointed staff member.
- Half the board is very engaged, the other half is not as engaged.
- There is not a representative from Biggs on the board.
- All current efforts influence/impact hotels
- TBID applies to all short-term lodging (less than 30 days). Camping and VRBO/Air B&B assessment should be collected.
- There are broader benefits of the work of Explore Butte County to whole community.
- Restaurants, recreation, and amenities bring people to Butte County.
- Every community is included in the TBID except Gridley.
- Explore Butte County is an all-volunteer board. All board members have full-time jobs.
- Explore Butte County is in the process of evolving its administrative function and processes.
- Advisory Board is growing.
- Have both a Board and an Advisory Board.

CURRENT STATE

CONTINUED

- Do not have a physical location for the organization.
- Seeking more involvement on Board, Committees.
- Have a working Board.
- Some duties of the Board need to transition to staff.
- Have a set of Bylaws to govern the organization which were last reviewed in March 2018.
- Meetings of the Board are subject to the Brown Act.
- Organization is governed by a Management District Plan.
- Organization is at the discretion of jurisdictions approving the TBID again. Currently in operation until 2020.
- There are a lot of small businesses in the County that cannot contribute to marketing efforts.
- Representatives have been making presentations to community groups to increase exposure of organization.
- Lacking formal community outreach program.
- Organization is not leading strategic partnerships with other group.
- Communities have very small businesses.
- Partnership in organization is not defined/benefits to partners are not defined.

STRENGTHS

- Board is a passionate, engaged & committed
- Board has a lot of perspectives
- Organization is well funded (x3)
- Guaranteed revenue source through 2020
- Have something worth promoting
- Butte County has strong natural beauty and assets to promote.
- Shared desire for success and growth.
- Healthy vision for future
- Board is open to change and new ideas.
- New staff
- Institutional board knowledge
- Have City and County support
- Inclusiveness
- Organizational structure
- Humility
- Strong team
- Measured growth

OPPORTUNITIES

- Undiscovered opportunities to share Butte County's story
- New hotels being developed
- Become a regional leader in marketing
- Expand partnerships
- Collaboration with Visit California
- Build new revenue streams
- Build Ambassador Program
- Utilize college interns
- Inclusion of Air B&Bs, VRBO, etc.
- Being able to grow existing smaller events
- New marketing firm
- Define assets
- Marketing in hotel rooms
- Digital social influencers
- Brand Butte Region - don't have to just focus on cities
- Can invest more money into efforts

WEAKNESSES

- Administrative processes
- Young organization
- Lack of marketing experience on Board
- Not enough staff (x3)
- No marketing agency currently hired.
- Limited marketing efforts
- Board not as experienced with the development of a TBID
- Lack of familiarity with Butte County
- Board education, lack of defined roles
- Lack of awareness of organization
- No clear direction on who we serve
- Spread thin

THREATS

- Lack of awareness of Explore Butte County
- Local jurisdiction buy-in
- Could lose funding if do not prove value
- Economy
- Other TBIDS
- Competing organizations
- Impacted weekends for events
- Not enough hotels
- Air B&B and VRBO

Opportunities

- Ambassador Program
- Regional Leadership
- Define Partnerships
- Community Outreach
- Air B&B
- Increased Marketing Initiatives

FOCUSED OPPORTUNITIES AND THREATS

Threats:

- Jurisdictional Buy-In

Explore Butte County Strategic Objectives

Strategic Objectives were developed by the group after filtering through the focused opportunities and threats. The Lead identified is to act solely as the point person to report status to the Board and is not intended to execute all tasks.

Strategic Objective 1: Establish Explore Butte County as the recognized leader driving county tourism efforts to achieve 100% jurisdictional buy-in by 2020.
LEAD: CAROLYN

1. Create a value statement for partnership.
2. Develop and launch Ambassador Program.
3. Develop partnership model to engage businesses/partners outside of lodging.
4. Expand community outreach.
5. Tell Explore Butte County's story (include outreach to Gridley).

Strategic Objective 2: Establish Explore Butte County as the authority in tourism by developing and deploying creative assets that promote Butte County as the preferred travel destination.

LEAD: NICOLE

1. Hire a marketing firm.
2. Work with firm and board to develop creative assets (potential: expand digital media presence; photos and videos; content for in-room marketing; geofencing; itineraries).
3. Develop strategic partnerships outside of Butte County (i.e. Visit CA).

Strategic Objective 3: Solidify the administrative function of Explore Butte County.

LEAD: BRUCE

1. Lease office space in a central location.
2. Identify roles of staff, board members, and advisory board members.
3. Hire additional staff.
4. Brown Act training.
5. Redefine board committees.
6. Create board handbook.
7. Board member orientation held by April 2019.
8. Review bylaws.
9. Develop HR Manual.
10. Develop purchasing policy.

PARKING LOT

- Need clarity on what percentage of funds should be focused locally vs. outside Butte County to attract visitors.
- Need to determine as a board if the amount of funding spent is sufficient for efforts (i.e. too much vs, not enough).
- How EBC should support Every Body, Healthy Body.
- Determine what % of assessment comes from people who live in Butte County.

MORRISON & COMPANY RECOMMENDATIONS

- Strategic planning objectives should be at the top of the agenda for every board meeting agenda for at least the next year (April 2019).
- An annual review and pivot on strategies is encouraged.

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Bylaw Excerpt – ARTICLE V DIRECTORS

Section 8: Occurrence of Vacancies. A vacancy or vacancies on the Board shall occur in the event of:

- A. The death, removal or resignation of any Director; or
- B. The declaration by resolution of the Board of a vacancy in the office of a Director who has been convicted of a felony, declared of unsound mind by a court order, or found by final order or judgment of any court to have breached a duty arising under Corporations Code §7238, the BCTBID Management District Plan, or other applicable laws; or
- C. An increase in the authorized number of Directors; or
- D. The failure of an election to elect the number of Directors required to be elected in that election; or E. A Director missing three regular meetings in a row and an affirmative vote by the remaining Directors to remove the absent Director; or
- F. A Director no longer meeting the criteria in Section 4 of this Article.

Section 9: Filling Vacancies.

Vacancies on the Board may be filled by approval of the Board, or if the number of Directors then in office is less than a quorum, by either:

- A. The affirmative vote of a majority of Directors then in office at a meeting held according to the notice provisions of these Bylaws and the Ralph M. Brown Act; or
- B. A sole remaining Director.

Section 10: Resignation of Directors.

Any Director may resign by giving written notice to the chair of the Board, if any, or to the President or the Secretary of the Board. The resignation shall be effective when the notice is given unless it specifies a later time for the resignation to become effective. If a Directors' resignation is effective at a later time, the Board may elect a successor to take office as of the date when the resignation becomes effective.

Explore Butte County Zone Marketing Committee Meeting

4/30/2018 Meeting Minutes

Residence Inn – Chico

Goal of meeting was to review the zone marketing grant applications that met the minimum qualifications set forth. All applications were to be discussed and funding recommendations to be made.

Committee Members: Nicole Johansson – Chair, Bruce Spangler, Melissa Schuster, Debbie Collins, Brooke Smith

Present: Nicole Johansson, Melissa Schuster, Debbie Collins, Brooke Smith, Kiran Piragji (to represent Oroville lodging in Spangler's place)

Absent: Bruce Spangler

Other: Carolyn Denero

Notes

During the initial submission period there were a total of 19 applications received requesting a total of more than \$309,000 across all jurisdictions. Of those initial applications, eight (8) did not meet minimum qualifications to be considered. Because this is the first year of the program, the committee offered the applicants who were missing items in the applications a 4-day window to submit the missing information and to be rescored to meet minimum qualifications. All applicants resubmitted to meet the minimum qualifications set forth by the committee. Prior to review, one applicant removed their application from consideration.

All committee members were given access to all the information submitted by each applicant along with scoring sheets. Each committee member came to the meeting with scoring sheets, notes and their funding recommendation to be discussed with the group.

Recommendations put forward by the Zone Marketing Committee for Funding:

Applicant Name	Project Name	Amount Requested	Amount Funded	Jurisdiction Breakdown of Funding
Altacal Audubon Society, Inc	2019 Snow Goose Festival of the Pacific Flyway	\$5,000	\$5,000	100%-Chico
Chico Chamber of Commerce	Take A Hike! Upper Bidwell Park Pocket Trail Guide	\$5,000	\$5,000	100%-Chico
Feather River Center	Fall in Love with Oroville	\$6,700	\$6,700	100%-Oroville
Silver Dollar Speedway LLC	Gold Cup Race of Champions	\$10,000	\$10,000	100%-Chico
Ability First Sports	Ability First Sports Youth Sports Camp	\$10,000	\$5,800	\$5,000-Chico, \$500-Oroville, \$300-Paradise

Downtown Chico Business Association	Shop, Dine, Play and Stay in Historic Downtown Chico	\$23,976	TBD	100%-Chico
Oroville Chamber of Commerce in conjunction with ODBA	Oroville Advertising & Marketing Campaign	\$15,000	\$15,000	100%-Oroville

Total amount recommended to be funded:

- Chico - \$48,976 of \$106,281.80
- Oroville - \$22,200 of \$29,151.35
- Paradise - \$300 of \$9,074.58
- Unincorporated County - \$0 of \$1,165.56

Remainder of funds per jurisdiction:

- Chico - \$57,305.80
- Oroville - \$6,951.35
- Paradise - \$8,774.58
- Unincorporated County - \$1,165.56

Applications that are not being recommended for funding:

Applicant Name	Project Name	Amount Requested
Butte County Board of Supervisors	RCRC Gift Basket Donation	\$340
Shasta-Cascade Wonderland Association	San Diego Travel & Adventure Show	\$2,500
Shasta-Cascade Wonderland Association	Butte Inside and Out	\$3,000
Oscar Magana Jr. (Wunderworks Multimedia)	Bring Hollywood to Chico	\$11,300
Upstate Community Enhancement Foundation	Oroville's Salmon, Cool Cars, Fireworks & Lights Serve up Fun	\$12,000
Shasta-Cascade Wonderland Association	Film Butte	\$18,800
Langlers WebWorks	Butte County Guided Tours App	\$20,000
Butte County Wine Company	Butte County Wine Trail	\$20,000
Chico Chamber of Commerce	City of Chico Map	\$25,000
Butte College, The Training Place and Alliance for Workforce Development	Grow Hospitality Initiative	\$56,060

Once the board approved the funding recommendations all applicants will be notified. Those who were not granted funding in this round will be notified of reasons why.

Additional Notes

- Overall applicants struggled to answer the questions in line with the funding guidelines.
 - Most answered in generalities not tied to detailed plans with goals and results
- The entire application process should be reviewed and updated to reflect the challenges seen during this scoring/funding process. Items to consider:
 - More pointed questions about how the money will be spent, what the return on investment for those dollars should be, how the applicant proposes to track that, and how that will promote, support and enhance zone-based marketing efforts.
- Should the zone marketing committee use this process in the future?
- Should zone marketing committee remove the application process altogether and grant the funds to organizations within the zones who are doing the work that EBC wants to support or is an extension of what EBC would do?
- Are there recommendations for spending the zone marketing in the remainder of 2018; open applications later in the year?

Program Coordinator Report – Follow up from 4/12/18 Board Meeting

1. State Fair Committee: Committee met to discuss process for accepting bids to build Butte County exhibit. Submission criteria was built and Denero emailed booth builder list provided by Cal Expo. Committee is accepting bids and will have a recommendation for the board at the next board meeting.
2. Zone Marketing Committee: Nineteen applications were received by the zone marketing grant application deadline. All were reviewed to make sure they met minimum qualifications to be considered. The Zone Marketing committee will be meeting 4/12/18 to discuss more questions regarding conflicts of interest and appropriate follow up.
3. Marketing Committee Report:
 - a. San Francisco Chronicle – print piece: Denero worked with Porter Co to put together the EBC section of the Butte County section. The section was a total of 16 pages. A lot of the editorial was picked up locally and shared on social media. The print version was delivered to 225,000 people as an insert on March 18.
 - b. SF Gate – digital story. The story studio launched the beginning of April. This story lives on the SF Gate site. It was similar to the print piece but has less content and more pictures to drive traffic directly to the EBC website.
 - c. RFP – Advertising Services – The committee met to review the proposals for advertising services. Only 3 proposals were received, and all met minimum qualifications. The committee decided not to score the proposals and asked all 3 agencies to present to the board. All 3 agencies agreed to present and will be attending the special meeting on April 20, 2018.
 - d. Social Media Contract – The marketing committee has agreed that EBC needs a short-term social media consultant to manage the 3 social channels. A short-term contract will allow the committee to review the work and ensure it is on-brand. Denero is collecting proposals which will be reviewed and decided upon.
4. Program Coordinator Report
 - a. Website Update – I am working with Langlers Webworks under a monthly retainer agreement for website maintenance and updates. There were a lot of issues with the transition from TAA; Langlers has been great at debugging issues, recommending upgrades to widgets, updating content, explaining what next steps are required to optimize website.
 - b. Tourism Summit – I attended the Tourism Summit coordinated by SCWA with Melissa Schuster. The VP of Marketing for Visit California was one of the speakers. Visit CA found that the market tests best for advertising to families, regardless if the person viewing has kids or not. Discussion about partnerships and the funnel through Visit CA. There is a lot of opportunity to work with Visit CA and use them to help get our message out. Overall messaging, Upstate CA (rebranded from Shasta Cascade Wonderland Association) is such a rural area that many of the counties in the zone are struggling. Something like 5 of the 8 counties in Upstate CA actually have a decrease in population. Sales lead – Senior Program Manager for Road Scholar attended and would be interested in learning why they should bring groups to Butte County.

- c. Spoke with representatives from Edelman agency in Sacramento. They reached out to let EBC know they would be interested in partnership when we share information about Lake Oroville, or Oroville in general. Mentioned they have some funding that might be available to help support a campaign or to reach a larger audience when/if we put together a plan for Lake Oroville. Good connection to have, should keep open lines of communication with them.
- d. Great Race – potential for new event to come through Chico with a potential stop in Oroville. Brings guaranteed overnight stays. Organizer met with Chico Chamber and DCBA to discuss what they would need. May be a potential to sponsor and distribute EBC materials.