



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

Regular Meeting

June 14, 2018
12:00 p.m. – 2:00 p.m.

Meeting Location:

BCAG Board Room / EBC New Location
326 Huss Drive, Building E, 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.

Strategic Objectives

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

Agenda

1. **Call Meeting to Order**
2. **Corrections and/or Changes to the Agenda**
 - a. Board
 - b. Public
3. **Consent Agenda**
 - a. Meeting Minutes – May 10, 2018
 - b. Special Meeting Minutes – May 30, 2018
 - c. May 2018 Financial Reports
4. **Public Comment** (non-agenda items; please limit to 5 minutes each)
5. **Regular Agenda**
 - a. EBC Bylaws Committee Report
 - i. Discussion of proposed changes to bylaws regarding advisory member duties and process of filling board seats if vacancy occurs mid-term
 - b. Finance Committee Report
 - i. Minutes to reflect that the board received a copy of EBC's



- 990's via email and they have been filed.
- ii. Discussion of 2019 draft budget and staffing implications on marketing contracts
- c. Marketing Committee Report
 - i. Report by Chair
 - ii. Jack Rabbit > Book Direct: Recommendation to purchase book direct service with annual budget allocated specifically to renewal
- d. Ambassador Program
 - i. Certified Tourism Ambassador Program: Recommendation to work with CTA to build a tourism ambassador program with annual budget allocation for annual renewal
- e. Support of Chico Airport
 - i. Recommendation to support commercial air service to Chico Airport. Does not include financial support. EBC finds value in having commercial air service in the county.
- f. Executive Director Report
 - i. EBC Annual Report: Minutes to reflect report presented and approved by BOD
 - ii. State Fair Exhibit – update on status
 - iii. Advertising Awards
 - iv. Joining trade organizations – Recommendation to join DMA West
- g. Brown Act Training (beginning at 1:00)

Adjournment

Next meeting July 12, 2018