



# Explore Butte County Board of Directors

## Regular Meeting Agenda

January 11, 2018  
12:00 – 2:00 pm

### Meeting Location:

Residence Inn  
2485 Carmichael Drive, Chico

### Members of the Board

Bruce Spangler, President (Oroville)  
Brooke Smith, Vice President (Chico)  
Dori Franklin, Secretary (Chico)  
Jennifer Macarthy, Treasurer (At Large)  
Kiran Paragji, America's Best Value Inn (Oroville)  
Nicole Johansson, Sierra Oro Farm Trail (At Large)  
Haroon Saddique, Best Western Paradise Hotel(Paradise)  
Mohammad Billah, Hotel University (Chico)  
Vacant, Unincorporated County (Unincorporated)

### Advisory Positions

Pamela Teeter, Paradise Chamber (Paradise)  
Scott Stoller, Silver Dollar Fair (Chico)  
Heather MacDonald, Butte County (Unincorporated)  
Debbie Collins, City of Chico (Chico)  
Melissa Schuster, Town of Paradise (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.

**1. 12:08pm – Meeting Called to Order**

- a. Present – Bruce Spangler, Brooke Smith, Jennifer Macarthy, Nicole Johansson, Haroon Saddique, Scott Stoller, Heather MacDonald, Debbie Collins, Melissa Schuster
- b. Absent – Dori Franklin, Kiran Paragji, Mohammad Billah, Pamela Teeter
- c. Guests – Carolyn Denero: EBC Program Coordinator, Audrey Taylor: Everybody Healthy Body

**2. Corrections and/or Changes to the Agenda**

- a. Board - None
- b. Public - None

**3. Consent Agenda**

- a. Meeting Minutes – December 14, 2017
- b. Financials – December 2017

**MOTION** to approve the December 14 minutes and December financials as presented. (Motion: Smith; Second: Macarthy) Ayes 5, No 0, Abstain 0. Passed 5-0.

**4. Public Comment (non-agenda items; please limit to 5 minutes each)**

Debbie Collins – City of Chico: The City of Chico is looking at collecting TOT from vacation rentals. If vacation rentals pay into TOT/TBID then they could possibly hold a seat on the EBC board of directors.

Melissa Schuster – Paradise Town Council: The board of supervisors is also discussing vacation rentals at the February 13<sup>th</sup> meeting.

Audrey Taylor – Everybody Healthy Body: An update on progress has been submitted for the board packet.

Melissa Schuster – Paradise Town Council: Paradise is working on becoming a Blue Zone which is a region in the world where people live longer, healthier lives. The town is trying to meet the criteria to receive this destination which could increase tourism based on the availability of healthy living options.

**5. Regular Agenda**

- a. Nomination Committee
  - i. Board Nomination update: A letter was mailed to all TOT-paying properties in all jurisdictions to notify them that there will be available seats on the EBC board of directors. All interested parties should submit their information to Bruce. The nomination committee will put together a list of recommendations for all the seats that will be available for the February board meeting. It will not be an action item, just recommendations. Because so many current seats are expiring the committee will bring forward one more recommendation than seats are available. For example, Chico has 2

seats available and the nomination committee will bring forward 3 recommendations. For those current directors who are interested in running again the deadline for submission is today at 5:00.

- ii. Advisory Board process: Per EBC's bylaws there can be 3 people per jurisdiction and a person can apply as an individual or as a representative as an organization. The official nomination process is in draft form and will be sent to Bruce for approval and posting.
- iii. Consideration of amendments to Article V. Section 13 of the Bylaws: During the nomination committee's meeting there was discussion about the fact that there isn't a designation for somebody who represents the entire county inclusive of all jurisdictions. Discussion among board and advisors about who the advisory panel should include. Draft bylaw amendment reviewed; add additional county-wide jurisdiction for advisory and reduce number of advisors per jurisdiction to 2 (for a total of 12 advisory seats). Proposed bylaw changes to be posted 7 days prior to next board meeting.

b. Staffing Committee

- i. Review of updated Executive Director Job Description – Recommendation to approve: Changes to the Executive Director job description were made as recommended at the December board meeting and reviewed by the staffing committee. Once the job description is approved the committee can move forward with posting and recruiting. **MOTION** to approve the Executive Director job description as written. (Motion: Johansson; Second: Spangler) Ayes 5, No 0, Abstain 0. Passed 5-0.

c. Marketing Committee

- i. Marketing Committee Report: There was a marketing committee meeting today with TAA on the line. They will be involved in building a better dashboard for metrics. Additional information requested was demographic breakdown of visitors to website and social campaigns, and how many people click to the "stay" page. Board should see this next month. The bounce-rate to the website has skyrocketed because advertising is driving people to the site. TAA didn't feel comfortable reporting on this because it was only a half-month of data. Other metrics requested: click-thru rate and cost per click. The Explorers Welcome Campaign is to go live mid-February. Need to collect more assets around seasons. Denero to request the full report of analytics from TAA, not just the data they give us.  
The deadline for the Capitol Window Display is March 31. Committee working to find vendors to work on the project.  
Marketing committee is developing a vendor list for various projects that fall outside of current contracts.
- ii. Review of TAA efforts (reviewed in 5.c.i.)
- iii. SF Chronicle – Butte County Insert Opportunity
  - 1. Recommendation to participate: This is a significant expense but provides a great opportunity. There was a Shasta Cascade-driven travel section, but it didn't highlight Butte County. This section would be Butte County only. There is a printed section and then a digital story studio. It is EBC's to own. EBC will own the content, photos, videos and there is advertising exposure. The cost is \$30,000 for a 4-page insert, 1 story-studio, e-mail blast, advertisements. There are other partners who want to create a second story-studio at their own cost. **MOTION** to purchase the SF Chronicle package as outlined, utilizing reserve funds, contingent upon the marketing committee's review and approval of the

demographics of the project's reach. (Motion: Johansson; Second: Smith) Ayes 5, No 0, Abstain 0. Passed 5-0.

Further discussion: recommendation to make sure the events highlighted in the piece have the same target demo as EBC.

- d. Program Coordinator Report
  - i. Shasta Cascade update RE: December meeting's questions: A lot of the advertising is pay-to-play. Can EBC build another region for Visit California?
  - ii. Strategic planning session update: This will be moved to March based on availability. Should invite not only current board members but past board members as well. Can invite others who may help with strategic planning too.
  - iii. Zone marketing update: The application is posted. Recommendation that EBC make it easier to find and even post on social media.
- 6. Regular meeting excused at 1:25 p.m.
- 7. **Closed Session – Yes**
  - a. Staffing – Posting for Executive Director position
  - b. Contract – Carolyn Denero
- 8. Meeting reconvened at 2:05 p.m.
  - a. **MOTION** to post the Executive Director job description with Alliance for Workforce Development. (Motion: Spangler; Second: Johansson) Ayes 5, No 0, Abstain 0. Passed 5-0.
  - b. **MOTION** to continue Carolyn Denero's contract through end of 2018 at same bill rate. (Motion: Smith; Second: Johansson) Ayes 5, No 0, Abstain 0. Passed 5-0.

#### **Adjournment**

Meeting adjourned at 2:15 p.m.

Minutes respectfully submitted by Carolyn Denero.