

Board of Directors

Bruce Spangler, President (Oroville)
Brooke Isenberg, Vice President (Chico)
Analise Uhrig (Chico)
Mohammad Billah, Treasurer (Chico)
Kiran Paragji, (Oroville)
Haroon Saddique (Paradise)
Nicole Johansson, (At Large)
John Pearson, (At Large)



Advisory Board

Victoria Anton, Oroville
Melanie Bassett, Chico
Evie Feldman, Paradise
Chris Constantin, Chico
Jennifer Leonard, Unincorporated
Ben North, Oroville
Melissa Schuster, Paradise
Audrey Taylor, Unincorporated
Heather Ugie, countywide

EXPLORE BUTTE COUNTY REGULAR BOARD MEETING

January 14, 2021
Time: 12:00 p.m. – 2:00 p.m.

Meeting via Zoom

MINUTES

1. Call to order and roll call – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:01 pm. Introductions.

Present – Directors: Spangler, Isenberg, Uhrig, Saddique, Johansson, Pearson, Billah*. Advisors: Anton, Feldman, Lynda Gizzi (for City of Chico), Leonard, Schuster, Ugie, Taylor*.

Absent – Director Paragji. Advisors: Bassett, North.

Guests – Kathryn Mathes, City of Chico; Shelly James, PorterCo; Pat Macias, monca.

Staff – Denero

*late arrival

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of November 12, 2020

2.2 Approval of November and December 2020 financials

A motion was made by Director Pearson and seconded by Director Isenberg to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Saddique, Johansson, Pearson

NOES: None

ABSTENTIONS: None

3. **PUBLIC COMMENT**

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Bruce Spangler: would like lodging to know that there is a continuous phone scam of a man calling the front desk and trying to get staff to get cash for a FedEx order that is coming in late at night.

4. REGULAR AGENDA

4.1 CONSIDERATION OF THE 2021 DRAFT OPERATING BUDGET

Strategic Goal: Board Business

The ad hoc budget committee met to discuss and finalize the 2021 operating budget. Full description of new line items and transition to Destination Marketing and Management Organization (DMMO) included in board packet. The budget includes a new line item of unspent revenue from prior years so we can spend down cash from prior years.

A motion was made by Director Johansson and seconded by Director Pearson to approve the 2021 draft budget as presented.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Saddique, Johansson, Pearson

NOES: None

ABSTENTIONS: None

4.2 MARKETING COMMITTEE UPDATE. CONSIDERATION OF MARKETING ACTIVITIES IN LINE WITH PROPOSED 2021 OPERATING BUDGET.

The marketing committee met on December 16, 2020. Meeting agenda and minutes included in board packet. The committee reviewed and discussed all line items from the proposed 2021 budget to create a detailed plan for allocation to more specific activities. Those items will inform the annual marketing plan. The committee did agree on a \$60,000 allocation to a videography project, which would be administered by a third-party not already a vendor. Because of the amount of the item, board approval will be necessary.

A motion was made by Director Pearson and seconded by Director Spangler to approve the contract with Jason Weinrich for videography services for the 2021 calendar year, not to exceed \$60,000.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Saddique, Johansson, Pearson

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NOES: None

ABSTENTIONS: None

4.3 CONSIDERATION OF RECOMMENDATION BY MARKETING COMMITTEE TO PURCHASE AND DEPLOY A MOBILE VISITOR CENTER

(Director Billah and Advisor Taylor joined meeting at this time.)

Strategic Goal: Build Brand Awareness

Explore Butte County does not operate a brick-and-mortar visitor center, instead we partner with the chambers of commerce who service visitors in their locations. With the duties of the Outreach Coordinator there is an opportunity to create a mobile visitor center. This would be an EBC-owned vehicle that can be wrapped and branded for all in-market deliveries but can also serve as such things as a “booth” during events, welcome center while parked at attractions, and even travel out of county to promote Butte. Staff researched other destinations, and this is a common asset deployed by many others.

A motion was made by Director Johansson and seconded by Director Spangler to begin the process of procuring and outfitting a mobile visitor center. The timeline of the project would put the vehicle in market and ready to deploy by late 3rd quarter or 4th quarter of 2021. The marketing committee will do the research and make recommendations to the full board before the final purchase and outfitting. Project not to exceed \$150,000 from unrestricted net assets.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Saddique, Johansson, Pearson, Billah

NOES: None

ABSTENTIONS: None

4.4 CONSIDERATION OF BYLAW UPDATES TO INCLUDE NEWLY ADDED CITY OF GRIDLEY

Strategic Goal: Strong Local Partnerships & Board Development

Explore Butte County operates under a new Management District Plan (MDP) which was written and approved during the renewal of the district. The updated MDP was effective December 1, 2020. With the addition of the City of Gridley, language in the bylaws should be updated to be more inclusive for Gridley representation as they are currently excluded. Staff is proposing minor changes, as presented in board

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packet. This may also be an opportunity to create an ad hoc committee to review bylaws as the organization has shifted to a DMMO.

A motion was made by Director Pearson and seconded by Director Uhrig to accept the bylaw revisions to be more inclusive of Gridley.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Saddique, Johansson, Pearson, Billah

NOES: None

ABSTENTIONS: None

4.5 AD HOC NOMINATIONS COMMITTEE REPORT

Strategic Goals: Board Development

Nomination information for both the board of directors and advisory board was developed and noticed in November of 2020. Notices have been sent to all members whose seats are set to expire in March of 2021. The committee will have a slate of recommendations to be presented to the board at the annual meeting in March of 2021.

Update given. No action required.

4.6 STRATEGIC PLANNING DISCUSSION

Strategic Goals: Board Development

The full board participated in a strategic planning session in July of 2020 and goals were developed to help guide the organization. At this point, the board is being asked to revisit the plan and to assist moving it forward.

Director Spangler encouraged all board members to help lead the strategic goals as outlined in the strategic plan. No action required.

5. REPORTS AND COMMUNICATIONS

5.1 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

5.2 ITEMS FOR MARCH BOARD MEETING

- Update on brand work
- Update on marketing plan
- Event promoters to better understand what event-organizers are planning for 2021 to understand how year will unfold

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6. **CLOSED SESSION**

Public was asked to leave the meeting so closed session could begin. Directors entered closed session at 1:12 pm.

6.1 Review of executive director contract. Discussion of personnel items.

Directors moved back into open session to report the following: a new line item will be added to this and subsequent budgets to be named "year end bonus". Denero to adjust other line items to allow for a total of \$3,000 to be allocated to bonuses based on an evaluation criterion yet to be created. Evaluations should guide the bonus amount and will include the creation of a bonus evaluation for executive director as well as staff.

7. **ADJOURNMENT**

Meeting was adjourned at 1:57 pm.

Minutes respectfully submitted by Carolyn Denero.