

Board of Directors

Bruce Spangler, President (Oroville)
Brooke Isenberg, Vice President (Chico)
Dori Franklin, Secretary (Chico)
John Pearson, (At Large)
Kiran Paragji, (Oroville)
Haroon Saddique, (Paradise)
Mohammad Billah, (Chico)
Nicole Johansson, (At Large)
Vacant, Unincorporated County



Advisory Board

City of Chico (Chico)
DCBA (Chico)
Evie Cameron (Paradise)
County of Butte (County)
Jennifer Leonard (County)
Melissa Schuster (Paradise)
Chico Velo (Countywide)
Tony Catalano (Oroville)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING – January 9, 2020

MINUTES

Butte County Association of Governments, Board Room
326 Huss Drive, Building E Chico
12:00 – 2:00 PM

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. Call to Order and Roll Call – Meeting called to order by President Spangler at 12:05 p.m.

Present: Directors Spangler, Isenberg, Franklin, Pearson, Paragji, Saddique. Advisors Cameron, Leonard, Catalano, Melanie Bassett representing DCBA. Staff Denero, Baer.

Absent: Directors Billah and Johansson. Advisors Schuster, City of Chico representative, County of Butte representative.

Guests: Ann Willman – Measure A, Shelly James – PorterCo, Tami Travis – PorterCo, Ben North – Ben North Photography

- 2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of December 12, 2019

2.2 Approval of December 2019 Financial Reports

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

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Paragji, Saddique

NOES: None

ABSTENTIONS: None

- 3. **PUBLIC COMMENT**

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to 3-minutes per speaker. The Board may not take any action on public comment.

No public comment.

- 4. **REGULAR AGENDA**

4.1 PRESENTATION ABOUT CHICO MEASURE A (10 minutes)

The Residents for Safe Chico Parks & Recreation, not the Chico Area Recreation District (CARD) is seeking support for a ballot measure which will add a parcel tax to improve public safety, maintain and improve bathrooms, repair and modernize recreation centers, sports fields and swimming pools, and finish partially completed parks. They recognized that there is a potential to meet the needs of more youth sports, and traveling youth sports, by improving the parks. Improvements to Chico parks would offer more opportunity to market Butte County as a youth-sports destination and increase visits and overnight stays for sports/sporting events. Residents for Safe Chico Parks & Recreation is seeking an endorsement from EBC's board of directors in support of Measure A.

A motion was made by Director Pearson and seconded by Director Franklin to endorse Measure A for the Chico area because it would offer more recreation opportunity for future visitors.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Paragji, Saddique

NOES: None

ABSTENTIONS: None

4.2 PRESENTATION FROM PORTERCO (20 minutes)

Recap of 2019 marketing plan and initiatives. Review of budget to deliverables. Review of plan for 2020. Review of collateral collected in 2019.

PorterCo presented a recap of 2019 initiatives and deliverables.

4.3 VARIANCE REPORT (5 minutes)

Review variance reports for December 2019.

The variance report was reviewed with budget. No questions asked.

4.4 NOMINATING COMMITTEE REPORT (5 minutes)

Recruitment for expiring board and advisory board seats has followed the approved timeline. At this point there are 3 applications for board seats and 7 for advisory board seats. The deadline for all nominations is January 9, 2020. The committee will convene after that date and complete their slate of recommendations. The recommendations will be emailed to the current board of directors for review. The final recommendation will be made at the annual meeting in March.

4.5 AD HOC TBID RENEWAL COMMITTEE REPORT (5 minutes)

Ad hoc committee will be meeting with Civitas the week of the 13th to hear an update on the work that has already been done. At this point, Civitas is working with the following assumptions:

- 10 year renewal district instead of 5 years;
- District to include Gridley (an all participating jurisdictions);
- EBC would continue to be the governing body

- 2% assessment with an optional increase;
- Budget baseline of \$850,000, up from \$554,000
- Opportunity to include additional project types to be covered in the MDP – would allow EBC to play more of a destination management and marketing organization.

Review of the points outlined above. No questions.

4.6 DRAFT OF PRESENTATION TO BOARD OF SUPERVISORS (10 minutes)

Denero to present a draft of the presentation to be presented to the Board of Supervisors. This will be used to start the conversation about TBID renewal. The same deck will be used to present to all jurisdictions in 2020. Denero scheduled to present to BOS on January 28, 2020.

Board members made a few points for updating the presentation to highlight the partnership with Visit California and point out the main accomplishments made in the past year. No action.

5. REPORTS AND COMMUNICATIONS

5.1 **Marketing Communications Report** (10 minutes) *Ashley Baer*

5.2 **Executive Director Report** (30 minutes) *Carolyn Denero*

6. ADJOURNMENT

Meeting was adjourned at 1:32 p.m.

Minutes respectfully submitted by Carolyn Denero.