

Board of Directors

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



Advisory Board

Victoria Anton, Oroville
Melanie Bassett, Chico
Colette Curtis, Paradise
Sarah Boesen, Chico
Jennifer Leonard, Unincorporated
Holly Jorgensen, Oroville
Melissa Schuster, Paradise
Marci Shadd, Biggs

EXPLORE BUTTE COUNTY BOARD MEETING

July 8, 2021
Time: 12:00 – 2:00 pm

Meeting will be a hybrid with in-person and zoom options.

In-person meeting
326 Huss Lane, Suite 100, Chico
Large Meeting Room

Join Zoom Meeting
<https://us02web.zoom.us/j/84507793000?pwd=c2dqL0hDbG9LOGFXc2gza0QzZkFuOT09>
Dial in: 669-900-9128
Meeting ID: 845 0779 3000
Passcode: 670630

AGENDA

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 – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no.
2. **CONSENT AGENDA**
 - 2.1 Approval of Board [Meeting Minutes](#) of May 13 and [Special Meeting](#) May 6
 - 2.2 Approval of [May](#) and [June](#) 2021 financials
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.
4. **REGULAR AGENDA**
 - 4.1 **CONSIDERATION OF MID-YEAR BUDGET REVIEW AND ADJUSTMENT**
[Link to Proposed Budget](#)
[Link to Narrative](#)

Board of Directors

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

**Advisory Board**

Victoria Anton, Oroville
 Melanie Bassett, Chico
 Colette Curtis, Paradise
 Sarah Boesen, Chico
 Jennifer Leonard, Unincorporated
 Holly Jorgensen, Oroville
 Melissa Schuster, Paradise
 Marci Shadd, Biggs

After reviewing the final P&L for 2020 and looking at the first 4 months of 2021 it is anticipated that we will receive \$39,000 more from Program Income. A proposal for where that additional income should be allocated is attached and includes increases to: Advertising, Advertising Agency, Printing, Marketing Staff & related expenses, General Administration, Insurance (auto), Admin Staff, Subscriptions.

Recommendation: *To approve the recommended budget adjustment for 2021.*

4.2 CONSIDERATION OF 2020 990s FOR APPROVAL

[Link to Final 2020 Financials](#)

[Link to 990s](#)

EBC’s CPA finalized 2020 990s. They are required to be reviewed by the BOD.

Recommendation: *To approve the 990s as submitted.*

4.3 OROVILLE TOURISM COMMITTEE UPDATE

[Link to committee meeting minutes](#)

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

Committee met to do a final review of the mapping project and budget. Budget cost was increased because committee wants the final editable creative when project is done and the web-formatted map was also additional budget. There will be costs associated with EBC’s work to format the map for EBC website. Committee also reviewed budget to consider supporting the Oroville 4th of July fireworks. Committee confident budget will be available and \$1,000 was offered as sponsorship for the event.

Recommendation: *Information only.*

4.4 CHICO TOURISM COMMITTEE UPDATE – Analise Uhrig

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

[Link to committee meeting notes](#)

Update on funding opportunities and how to use zone marketing. Committee would like to allocate up to \$3,000 to have a booth at the Louie Vermeil sprint car races, create collateral, and hand out items for this group of visitors. Committee would also like to use Chico Zone Marketing funds to hire a contractor to help accomplish Chico goals, specifically around special events and coordination of Chico business support.

Board of Directors

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



Advisory Board

Victoria Anton, Oroville
Melanie Bassett, Chico
Colette Curtis, Paradise
Sarah Boesen, Chico
Jennifer Leonard, Unincorporated
Holly Jorgensen, Oroville
Melissa Schuster, Paradise
Marci Shadd, Biggs

Recommendation: Consideration of the committee’s recommendations

1. Allocate \$3,000 to support activities and activations around the Louie Vermeil Classic Labor Day Weekend;
2. Approval of zone marketing to be used for funding a contract position specifically to support Chico zone activities

5. **REPORTS AND COMMUNICATIONS**

5.1 **MARKETING COMMITTEE REPORT** *John Pearson*

5.2 **EXECUTIVE DIRECTOR REPORT** *Carolyn Denero*

5.3 **ITEMS FOR SEPTEMBER BOARD MEETING** *Board Suggestions*

6. **CLOSED SESSION**

6.1 **DISCUSSION OF EXECUTIVE DIRECTOR POSITION AND STAFF FUNDING**

7. **ADJOURNMENT**

Next regular board meeting is scheduled for September 9, 2021.