

Board of Directors

Bruce Spangler, President (Oroville)
Mohammad Billah, Treasurer (Chico)
Jasmin Wilson, (Oroville)
Haroon Saddique (Paradise)
Nicole Johansson, (At Large)
Tamba Sellu (Chico)



Advisory Board

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

EXPLORE BUTTE COUNTY BOARD MEETING – ANNUAL MEETING

March 10, 2022
Time: 12:00 – 2:00 pm

Via Zoom Meeting ONLY

Join Zoom Meeting

<https://us02web.zoom.us/j/86144859495?pwd=RTZmOXo0SmtJandIaXlMakNkayt2Zz09>

Meeting ID: 861 4485 9495

Passcode: 172806

Dial by your location

669 900 9128 US (San Jose)

AGENDA

MISSION: Explore Butte County inspires people to visit Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County is the *heart and champion* of growing and sustaining a flourishing and diverse tourism economy making Butte County THE must-visit destination in the Northstate.

VALUES: Authenticity. Innovation. Exploration. Stewardship. Equity. Inclusion. Fun.

1. Call to order, roll call, and introductions – 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 from January 13, 2022

2.2 Approval of January 2022 Financials

2.3 Approval of February 2022 Financials

2.4 Accept Analyse Uhlig's Letter of Resignation

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 CHICO TOURISM COMMITTEE RECOMMENDATION FOR ALLOCATING MORE OF THEIR ANNUAL BUDGET

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During their March meeting, the Chico Tourism Committee discussed two new projects with funding requests. The first was a proposal from DCBA for EBC to be the title sponsor of the Thursday Night Market (TNM). After discussion a final recommendation was made to sponsor the TNM with \$10,000 and up to \$5,000 in-kind/advertising creative. The second project was a sponsorship to support the 150-Year Celebration of Chico turning 150 years old. The committee supports a \$10,000 sponsorship to support the creation of the calendar of events and to help advertise the campaign. Additionally, EBC has offered a partnership with the creation of a Bandwango pass for this campaign as well.

Recommendation: *To allocated up to \$15,000 to support DCBA for Thursday Night Market and to allocate \$10,000 to the 150-Year Celebration of Chico.*

4.2 CONSIDERATION OF OROVILLE TOURISM COMMITTEE RECOMMENDATION FOR ALLOCATING MORE OF THEIR ANNUAL BUDGET

During their February Meeting the Oroville Tourism Committee discussed a plan for allocating the majority of their \$27,919.29 budget for the year. The committee would like to recommend \$10,000 be allocated to buy advertising using already-owned assets, \$10,000 to support advertising of the new Oroville brand that the City is working on, and \$5,000 to be used for event sponsorships throughout the year.

Recommendation: *To allocate \$10,000 to be used to buy advertising with already-owned assets, \$10,000 to support advertising of the new Oroville brand when the City is ready start advertising, and \$5,000 to support local events with sponsorships.*

4.3 CONSIDERATION OF YEAR END ADJUSTMENTS TO EQUITY ACCOUNTS

Income for the final quarter for 2021 are being collected but all expenses have been expended. The Finance Committee made changes to how EBC reserves funds earned from previous years to ensure funds are available for future projects. In 2021 those reserved funds were expended on various projects and the Board is required to take action to move those funds as already pre-approved. Additionally, program income earned in 2021 needs to be reserved as required by the Management District Plan. The full detail is included in board packet.

Recommendation: *To update the Reserved Accounts as follows*

- 3305 – Zone Marketing \$136,607.54
- 3310 – Contingency \$149,330.40
- 3315 – Recovery Campaign \$0
- 3320 – Film Commission \$68,204.26
- 3325 – Wayfinding Signage \$68,204.26
- 3330 – Mobile Visitor Center \$11,552.29

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- 3335 – Rebranding Project \$52,660.00

4.4 CONSIDERATION OF RESERVING FUNDS EARNED BUT NOT SPENT IN 2021 TO BE SPENT IN 2022 ON ADDITIONAL PROJECTS

EBC collected more program income than budgeted in the 2021 calendar year and staff is recommending that the additional income be used for various projects not already budgeted for in 2022. Included in the recommendation is \$120,000 for advertising campaigns and creative to continue to promote our established campaigns, like *How We Winter* and *Restaurant Week*, \$50,000 to reskin the EBC website with the updated brand, and \$25,000 to reprint the Adventure Guide for remainder of 2022. The total amount requested is \$195,000. Detailed breakdown included in board packet.

Recommendation: *To approve the recommendation to reserved \$195,000 earned in the previous year to spend in 2022 as outlined above.*

4.5 NOMINATION OF DIRECTORS FOR EXPIRING BOARD OF DIRECTOR SEATS

Per Explore Butte County bylaws, “Election of Directors shall take place at the annual meeting of the corporation. A call for nominations shall be sent to lodging businesses paying the BCTBID assessment. A nomination committee shall seek nominees and confirm their eligibility. Directors shall be elected by the Board.”

A call for nominations was deployed per requirements. The Nominating Committee has reviewed all nominations for expiring seats and makes the following recommendation:

- Bruce Spangler – incumbent, Holiday Express & Suites Lake Oroville representing Oroville Lodging
- Tamba Sellu – incumbent, Marriott Hotels representing Chico Lodging
- Nicole Johansson – incumbent, Director at Large
- Jennifer Leonard – prior Advisor, Director at Large

There were no nominations for the additional voting seat representing Gridley, Biggs and Unincorporated County.

Recommendation: *To accept the slate of directors as recommend by the Nominating Committee.*

4.6 NOMINATION OF OFFICERS OF THE BOARD

Per Explore Butte County bylaws, “The officers of the corporation shall be a President, a Vice President, a Secretary, a Treasurer, and such other officers as the Board may from time to time designate. All officers shall be Directors. Any number

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of offices may be held by the same person, except that the Secretary and the Treasurer may not serve concurrently as President.

“The officers of this corporation shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to rights of any officer under any employment contract.

“The President and Vice President shall be elected for a term of one (1) year or until their successors are elected and qualified. The Secretary and Treasurer shall be elected for a term of two (2) years or until their successors are elected and qualified.”

Recommendation: *To call for nominations for officers of the Board.*

4.7 NOMINATION OF ADVISORS FOR THE ADVISORY BOARD, ALL CURRENT SEATS EXPIRE DURING THE ANNUAL MEETING

Per Explore Butte County bylaws, “Advisors shall serve for a term of one (1) year and may be removed by the Board at any time. Advisors shall be voted on by the Board of Directors at the annual meeting. Advisors will be a representative from their place of business’ location or from their service area. Advisors shall be removed from their position by missing three (3) consecutive regular meeting; they can send a representative in their stead. There shall be no more than two (2) times the total number of voting Board members serving as Advisors to the Board. The Nominating Committee will have the power to review nominees annually and ensure there is reasonable representation from the participating jurisdictions.”

The Nominating Committee has reviewed all nominations for open seats and makes the following recommendation:

- Sarah Boesen – Chico Chamber of Commerce
- Marci Shadd – The Colonia Building
- Victoria Anton – Feather River Recreation & Park District
- Holly Jorgensen – Sacramento River Watershed Program
- Melissa Schuster – Paradise Ridge Chamber of Commerce
- John Pearson – Pearson Collaborative Project (past board member)
- Katie Simmons – Butte County
- Woody Culleton – Paradise Performing Arts Center
- Ev Duran – UTB Studios
- Debbie LaPlant Moseley – Youth on the Ridge & Paradise Chocolate Fest
- Dawn Nevers – City of Oroville
- Jennifer Macarthy – City of Chico

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- Rachel Simmons – Chico State/Public Engagement
- Audrey Taylor – DCBA
- Tamara Maxey – Gold Nugget Museum
- Dani Aalfs – Oroville Lake Marinas
- Brett Sanders – 3Core
- Analise Uhlig – Past board member

This slate of advisors does exceed the number of advisors as set forth in the bylaws due to the currently vacant board seats, however the committee believes all of the nominees will bring value to the organization and recommend all who were nominated.

Recommendation: *To accept the slate of advisors as recommend by the Nominating Committee.*

4.7 APPOINTMENT TO COMMITTEES FOR THE PROGRAM YEAR

Explore Butte County has one standing committee and various ad hoc committees that are convened each year. Instead of waiting for a board meeting to convene these committees it was requested that committee members be appointed during the annual meeting so that work can be done as needed throughout the year. Information for each committee is included in the board packet.

Recommendation: *To allow time for all to review the committees and self-select, or be appointed, for the coming year.*

5. REPORTS AND COMMUNICATIONS

5.1 MOBILE VISITOR CENTER UPDATE *Bruce Spangler*

5.2 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

6. ADJOURNMENT

Next regular board meeting is scheduled for May 12, 2022.