

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

March 11, 2021

Time: 12:00 p.m. – 2:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/87017614518?pwd=NU9JME05cksvTE9mTGp4d3pRUGREdzO9>

Dial in: 669-900-9128

Meeting ID: 870 1761 4518

Passcode: 396334

AGENDA – DRAFT

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 January 14, 2021

2.2 Approval of January and February 2021 financials

2.3 Tourism Committee Policy Update

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 CHICO TOURISM COMMITTEE UPDATE AND RECOMMENDATION (Meeting Minutes Attached) – Analise Uhrig

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

The Chico Tourism Committee convened for their first meeting on February 19, 2021 to discuss the plan for allocating and spending Chico zone marketing funds earned in 2020. The total amount of zone marketing for the 2021 project year is \$58,714.53.

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Due to the current COVID environment the committee does not want to plan for the full budget spend, especially if there is future opportunity to support events later in the year. Additionally, the committee agreed that Chico Parks Department is a City entity and for equity Chico Area Recreation District (CARD) should have a voting seat and City Parks should move to the first alternate voting position.

Recommendation: *To designate \$20,000 of the budget in the following ways: \$10,000 to support Downtown Chico Business Association with marketing for various live events in 2021; \$10,000 to purchase a QR code program that would allow Chico restaurants to transition from paper menus to digital versions to increase health & safety standards. Any remaining funds from the \$10,000 QR code program would be spent on wayfinding signage as needed.*

Recommendation: *To update the board-approved voting seats for Chico to move CARD into a voting position and move Chico Parks into the first alternate position for transparency and equity.*

4.2 OROVILLE TOURISM COMMITTEE UPDATE (Minutes Attached) – Amber Miland

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

The Oroville Tourism Committee convened for the first time on February 19th to discuss the plan for spending the estimated \$20,000 of Oroville zone marketing earned in 2020. The committee had varying ideas and asked for more time to consider and then reconvene in March to determine a spending plan.

Recommendation: *No recommendation at this time.*

4.3 MARKETING COMMITTEE UPDATE (Minutes Attached) – John Pearson

Strategic Goal: Build Brand Awareness

January committee meeting: The subscription with SeeSource (big data) began January 1 and offers a glimpse of how visitors interact with Butte County and various points of interest. The committee reviewed the current points of interest and fine-tuned the last data points as part of the subscription. Committee is still working on how to use the data to share information with stakeholders on an on-going basis.

Review of monthly reports and deep-dive into KPIs being tracked. Need to tighten focus on bounce rates. Strategy being built for increasing this KPI.

John, Bruce and Carolyn will comprise the Mobile Visitor Center research team.

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February committee meeting: Meeting was spent reviewing the results of paid media campaigns from November through end of January. (Top-line results in board packet.) All campaigns over-delivered and drove significant web-traffic. Restaurant Week campaign over-delivered on all paid media, as well as over-performed live activation and participation at restaurants.

Reviewed the agency's proposed budget spend for 2021 in order to finalize and prepare for all upcoming spending. Item of note – committee approved a partnership buy with Entercom Communications for a drive-market activation to support the Hike Butte campaign. This will be our first radio activation out of market and will begin at the end of March to run through April.

Recommendation: *No recommendations, information purposed only.*

4.4 NOMINATION OF DIRECTORS FOR EXPIRING BOARD OF DIRECTOR SEATS

Strategic Goal: Board Development

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:

- Mohammad Billah – incumbent, University Inn representing Chico Lodging
- Haroon Saddique – incumbent, Best Western Paradise Hotel representing Paradise Lodging
- Jasmin Wilson – Dahl's Motel representing Oroville Lodging

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.*

4.5 NOMINATION OF OFFICERS OF THE BOARD

Strategic Goals: Board Development

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.”

During this March 2021 election, President, Vice President and Secretary officers need to be filled. Mohammad Billah has one year left at position of Treasurer. (Full officer descriptions are included in the board packet.)

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

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

Strategic Goals: Board Development

Per Explore Butte County bylaws, “The Board may designate individuals to serve as advisors to the Board. Advisors will receive notice of meetings in the same manner as Directors but will not be considered Directors for any purpose including voting. Advisors shall serve 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 meetings; they can send a representative in their stead. There shall be no more than two (2) Advisors per TBID member jurisdiction representing Oroville, Chico and Paradise and no more than one (1) Advisor representing Biggs, Gridley and Unincorporated County.”

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

- Heather Ugie – Chico Chamber of Commerce representing Chico
- Melanie Basset – Downtown Chico Business Association representing Chico
- Victoria Anton – Feather River Recreation and Parks District representing Oroville

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- Holly Jorgensen – Sacramento River Watershed Program representing Oroville
- Melissa Schuster – Paradise Chamber of Commerce representing Paradise
- Colette Curtis – Town of Paradise representing Paradise
- Jennifer Leonard – Almendra Winery & Distillery representing Unincorporated County
- Marci Shadd – The Colonia Building representing Biggs

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

4.7 APPOINTMENT TO COMMITTEES FOR THE PROGRAM YEAR

Strategic Goals: Board Development

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 appoint directors and advisors to the marketing committee, ad hoc budget committee and ad hoc nominating committee. There shall be no board majority on any of the stated committees and a committee chairperson should be designated.*

5. REPORTS AND COMMUNICATIONS

5.1 BRAND WORK UPDATE *Ashley Baer*

5.2 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

5.3 ITEMS FOR MAY BOARD MEETING

- Board Suggestions

6. ADJOURNMENT

Next regular board meeting is scheduled for May 13, 2021.