

**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.  
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 12:10 pm. Introductions.

Present – Directors: Spangler, Uhrig, Paragji\*, Saddique, Johansson, Pearson. Advisors: Bassett, Leonard, Schuster, Taylor, Ugie.

Absent – Directors: Isenberg, Billah. Advisors: Anton, Feldman, North.

Guests – Jasmin Wilson, Marci Shadd, Amber Marron, Kathryn Mathes, Holly Jorgensen, Colette Curtis, Lynda Gizzi, Angie Dilg, Shelly James.

Staff – Denero, Baer, Salas

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

A motion was made by Director Johansson and seconded by Director Uhrig to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Uhrig, Saddique, Johansson, Pearson

NOES: None

ABSTENTIONS: None

**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

**3. PUBLIC COMMENT**

Melissa Schuster thanked EBC for supporting the Paradise Attractions Map through the Paradise Ridge Chamber of Commerce. The Town of Paradise is beginning to rebrand.

**4. REGULAR AGENDA**

**4.1 CHICO TOURISM COMMITTEE UPDATE AND RECOMMENDATION – 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. 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.

Two motions were made by Director Uhrig and seconded by Director Pearson to 1. Designate \$20,000 of Chico Zone Marketing by giving \$10,000 to Downtown Chico Business Association for marketing various live events in 2021 and \$10,000 to purchase a QR code program to offer to Chico restaurants to transition from paper menus to digital menus for increased health and safety. Any funds not used for the QR program to be used for wayfinding signage as needed. 2. To move CARD into a voting position on the committee and move Chico Parks into an alternate voting seat for transparency and equity.

The motion carried by the following vote:

AYES: Spangler, Uhrig, Saddique, Johansson, Pearson

NOES: None

ABSTENTIONS: None

**4.2 OROVILLE TOURISM COMMITTEE UPDATE – Amber Miland**

*Strategic Goal: Build Brand Momentum & Strong Local Partnerships*

The Oroville Tourism Committee convened for the first time on February 19<sup>th</sup> to discuss the plan for spending the estimated \$20,000 of Oroville zone marketing

#### 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

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.

Amber Miland, Chair of the Oroville Tourism Committee reported that the committee has not come to a decision for the funds, but she will come back to the May meeting with a recommendation. No action required

#### 4.3 MARKETING COMMITTEE UPDATE (Presentation Deck) – 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.

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.

Update given. No action required.

#### 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."

**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

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.

A motion was made by Director Pearson and seconded by Director Johansson to approve the slate of directors as presented by the Nominating Committee.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

**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 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.)

**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

A motion was made by President Spangler and seconded by Director Pearson for the following slate of officers:

Bruce Spangler – President. Term March 2021 – March 2022.

Brooke Isenberg – Vice President. Term March 2021 – March 2022.

Mohammad Billah – Treasurer. Term March 2020 – March 2022.

Analise Uhrig – Secretary. Term March 2021 – March 2023.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

**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
- Holly Jorgensen – Sacramento River Watershed Program representing Oroville

**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

- 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

A motion was made by Director Pearson and seconded by Director Johansson to approve the slate of advisors as presented, all terms to begin March 2021 and expire March 2022.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

**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.

New directors and advisors were asked to volunteer for the typical board committees. The following was decided:

Marketing Committee – standing committee, meets last Wed of every month:

- John Pearson Co-Chair
- Nicole Johansson Co-Chair
- Bruce Spangler
- Jennifer Leonard
- Marci Shadd
- Melissa Schuster
- Colette Curtis
- Holly Jorgensen
- Analise Uhrig

**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

Finance Committee – ad hoc, beginning in October

- Mohammad Billah Chair
- Bruce Spangler
- Jasmin Wilson

Nominating Committee – ad hoc, beginning in October

- Haroon Saddique Chair
- Nicole Johansson
- Analise Uhrig
- Marci Shadd
- Melanie Bassett

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**

Meeting was adjourned at 2:00 pm

Minutes respectfully submitted by Carolyn Denero.