

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 AGENDA – March 12, 2020

ANNUAL MEETING – REGULAR BOARD MEETING

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 12:07 p.m.

Present: Directors Spangler, Isenberg, Franklin, Pearson, Saddique, Billah*, Johansson.
Advisors: Leonard, Schuster, Catalano, Bassett. Staff Baer, Denero via phone in for portion of meeting.

Absent: Directors Paragji. Advisors, Cameron

Guests: Ben North – Downtown Oroville Business Association, Shelly James and Lori Porter – PorterCo, Pat Macias – monca, Heather Ugie – Chico Chamber, Kathryn Mathis – City of Chico, Steve Kleadactis, Victoria Anton – FRRPD, Robyn Martin and Dana Patel – Ramada Plaza

*late arrival

- 2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of January 9, 2020

2.2 Approval of January and February 2020 Financial Reports

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

The motion carried by the following vote:

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

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.

Speaking on behalf of Chico Velo, Director Pearson announced that the Wildflower Century had been postponed and that they were looking to the fall for a date to reschedule. He cited concerns regarding the large group and their general volunteer demographic as reasons for the postponement. A press release was scheduled to go out on Friday 3/13 with an option for a full refund or to roll over the enrollment fee for anyone who had already registered and paid.

Pat Macias with monca thanked the board and Explore Butte County for the success of the inaugural Museum Weekend on 2/29-3/1.

Tony Catalano with the Forebay Aquatic Center thanked the board and EBC for their support of the Wild and Scenic Film Festival; said it was successful.

4. **REGULAR AGENDA**

4.1 COVID-19 UPDATE AND RESOURCES

COVID-19, as a novel virus, has been a topic of world-wide discussion. Many are cancelling their travel plans, or postponing them, because of information about the virus. For California, the major impacts have been felt in gateway cities who typically welcome international travelers. Most large DMOs are pivoting their messaging to focus on domestic travel until international travel returns. Butte County, as of the preparation of this agenda, does not have any confirmed cases of COVID-19. An updated list of resources and best sources of information is included in the board packet. EBC staff will be creating a page on the EBC website to share these resources and messaging about visiting Butte County.

The Board directed staff to pause all marketing efforts as hotel reservations and events are being canceled.

4.2 CONSIDERATION OF FINANCIAL POLICY UPDATES

Denero would like the board to consider a credit card policy for staff members. Currently EBC has one credit card, in Carolyn Denero's name, and all staff use the card for purchases per the purchasing policy. For clearer tracking and transparency, a new policy for staff credit cards with a limit of \$2,500 per month per employee is being proposed.

A motion was made by Director Johansson and seconded by Director Franklin to adopt the staff credit card policy with card limits of \$2,500 per staff member per month; all purchases to be made within current purchasing policy.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

4.3 VARIANCE REPORT

Review variance reports for January and February 2020.

The variance report was discussed. No questions asked.

4.4 ZONE MARKETING RECAP FROM 2019

In 2019 \$79,150 was spent toward zone marketing. A recap of the funding was reviewed and discussed by board of directors

Recap of zone marketing spend in 2019 was reviewed. No questions asked.

4.5 CONSIDERATION OF ZONE MARKETING PROPOSAL FROM DOWNTOWN CHICO BUSINESS ASSOCIATION

DCBA executive director, Melanie Bassett, has put together a proposal for EBC-DCBA partnership for 2020 that would name Explore Butte County as a presenting partner for recurring events as well as annual events for a \$12,000 investment. There is an additional exposure opportunity as a sponsor of the first-time Butte County Farm to Taste Marketplace as part of Taste of Chico in September. The total sponsorship proposal, if accepted, would be \$17,000.

A motion was made by Director Isenberg and seconded by Director Pearson to partner with the DCBA for the 2020 event year, using zone marketing funds not to exceed \$17,000 as outlined in the sponsorship request.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Saddique, Billah, Johansson

NOES: None

ABSTENTIONS: None

4.6 PRESENTATION FROM BOARD MEMBERS WHO ATTENDED OUTLOOK FORUM

Board members shared their main takeaway's from Outlook Forum. Director Johansson said there is a lot of opportunity for EBC to leverage its relationship with Visit CA. Director Pearson said his biggest takeaway was that EBC needs to be active in the market and have a point-of-view that people find valuable. No action.

4.7 AD HOC TBID RENEWAL COMMITTEE REPORT

The committee met via conference call to review and edit the new management district plan (included in board packet). All questions were asked of Civitas and many were elevated to their legal team for review and answers. A final management district plan was created and sent to Butte County on March 2. County Counsel will need to review the plan during March, and they have a chance to make changes. The main points the committee would like to review with the full board are:

- The boundary of the TBID includes Gridley – all of Butte County would be included.
- The service plan (and corresponding budget allocation) of “Marketing and Sales” has been expanded to “Sales & Marketing and Destination Product Development & Visitor Service Enhancements”.
- The base budget assumption for the plan is an annual income from TBID of \$941,00.
- The plan allows EBC to raise the TBID assessment from 2% to a maximum of 4% in increments of 0.5% annually, which would not be allowed until the 2022-2023 plan year.

- The rate increase of 0.5% collection is a base-increase which could be a significant increase of TBID for EBC.
- Other changes are minor and most language is consistent with the original MDP.

4.8 MARKETING COMMITTEE REPORTS

- January 29, 2020 meeting
- February 26, 2020 meeting

Report from co-chairs Johansson and Pearson, and update of work being performed by Tehama Group by Ashley Baer. Reporting only.

4.9 NOMINATION OF DIRECTORS FOR EXPIRING BOARD OF DIRECTORS SEATS

Per Explore Butte County bylaws, "Election of Directors shall take place at the annual meeting of the corporation.

The Nomination Committee has reviewed all nominations for open seats and made the following recommendation:

- Brooke Isenberg – incumbent, Chico lodging
- Dori Franklin – incumbent, Chico lodging
- Bruce Spangler – incumbent, Oroville lodging
- Nicole Johansson – incumbent, community-at-large
- John Pearson – incumbent, community-at-large

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

A motion was made by Director Billah and seconded by Director Saddique to accept the slate of officers as recommended by the nominating committee.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Franklin, Pearson, Saddique, Billah, Johansson

NOES: None

ABSTENTIONS: None

4.10 NOMINATION OF OFFICERS OF THE BOARD FOR EXPIRING POSITIONS

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.

Director Spangler nominates Director Franklin for position of Secretary. She accepts.

Director Isenberg nominates Director Spangler for position of President. He accepts.

Director Johansson nominates Director Isenberg for position of Vice President. She accepts.

Director Johansson nominates Director Billah for position of Treasurer. He accepts.

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

The Nomination Committee has reviewed all nominations for open seats and made the following recommendation:

- Victoria Anton, Feather River Recreation & Parks District – representing Oroville (new)
- Ben North, Ben North Photography – representing Oroville (new)
- Melissa Schuster, Paradise Town Council – representing Paradise (incumbent)
- Evie Feldman, Blue Team Realty – representing Paradise (incumbent)
- Chris Constantin, City of Chico – representing Chico (new)
- Melanie Bassett, Downtown Chico Business Association – representing Chico (new)
- Jennifer Leonard, Almendra Winery & Distillery – representing unincorporated (incumbent)
- Audrey Taylor, Everybody Healthy Body – representing unincorporated (new)
- Heather Ugie, Chico Chamber of Commerce – representing county wide (new)

There were no other nominees for the Advisory Board. Both seats for Biggs and one county wide seat are vacant.

A motion was made, seconded and approved by the full board to approve the slate of advisors for March 2020 through March 2021. Whom took action was not recorded.

5. REPORTS AND COMMUNICATIONS

5.1 Marketing Communications Report *Ashley Baer*

6. ADJOURNMENT

Minutes respectfully submitted by Ashley Baer.