

Board of Directors

Bruce Spangler, President (Oroville)
Brooke Isenberg, Vice President (Chico)
Dori Franklin, Secretary (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 SPECIAL BOARD MEETING

March 23, 2020
Time: 3:00 p.m.

MINUTES

Call in information
Dial in: 669-900-9128
Meeting ID: 309 876 061
Password: 011963

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.

President Spangler called the meeting to order at 3:03 p.m. It was directed that all action would need to be taken with roll call because of the nature of the virtual meeting.

PRESENT: EBC Staff – Carolyn, Ashley, Alicia; Directors Spangler, Pearson, Isenberg, Paragji, Billah, Johansson, Franklin, Saddique; Advisors Anton, North, Schuster, Basset, Taylor

GUESTS: Shelly James and Lori Porter – Porter Co.; Kathryn

2. **SPECIAL AGENDA**

2.1 UPDATE ON COVID-19 AND DISCUSSION AROUND LODGING’S CRITICAL NEEDS

Denero has attended multiple webinars and conference calls the week of March 16, all pointing to various models of decline for the entire tourism industry. Many of those reports have been forwarded to lodging properties via e-newsletter. There is a need for information from properties so local agencies can assist them with things from loan information to unemployment options for staff.

Recommendation: *Staff is seeking guidance on the best way to engage with lodging and seeking more information to provide assistance.*

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Director Isenberg discussed that there were no real updates; layoffs have already happened across hospitality.

Director Spangler discussed the importance of EBC having owners info or management company's info for when information is distributed. Pass additional emails that need to be added to the lodging list to Executive Director

Essential personnel need a letter to have in car to prove their need to go to work

Director Franklin said all Oxford Suites properties are open and doing everything possible to stay open. Working through how to provide services while also protecting their staff.

2.2 CONSIDERATION OF 2020 BUDGET ADJUSTMENT

Based on data from lodging occupancy and RevPAR in China and Italy, staff has created various budget scenarios for Board to consider. At this time, all paid media has been halted, including AdWords. EBC's cash flow is about 2 months behind TBID collection, so we will see issues later than properties are. The budget needs to be adjusted so future planning and spending can be adjusted.

A motion was made by Director Isenberg and seconded by Director Franklin to approve the most conservative "Version 3 budget" as presented by Denero.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

2.3 CONSIDERATION OF MARKETING PLAN ADJUSTMENTS

The original marketing plan and operations for 2020 were predicated on a strong budget, mirroring 2019. Due to the projected decrease in TBID revenues, new considerations for the remainder of 2020 need to be considered.

Direction given to staff to work with marketing committee and advertising agency to outline campaigns with the reduction of budget.

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2.4 CONSIDERATION OF INTERIM MEETING SCHEDULE SO ACTION CAN BE TAKEN IF NECESSARY

The situation around coronavirus is changing so rapidly there may be a need to have board meeting more often than the currently scheduled meetings. Staff is seeking direction on how often this board would like to meet.

Direction given to maintain regular board meeting schedule; if any action is required a special meeting can be called.

3. ADJOURNMENT

Minutes respectfully submitted by Carolyn Denero.