



Explore Butte County Board of Directors

Annual Meeting

March 8, 2018
12:00 – 2:00 pm

Meeting Location:
Courtyard by Marriott
2481 Carmichael Drive, Chico

Members of the Board

Bruce Spangler, President (Oroville)
Brooke Smith, Vice President (Chico)
Dori Franklin, Secretary (Chico)
Jennifer Macarthy, Treasurer (At Large)
Kiran Paragji, America's Best Value Inn (Oroville)
Nicole Johansson, Sierra Oro Farm Trail (At Large)
Haroon Saddique, Best Western Paradise Hotel(Paradise)
Mohammad Billah, Hotel University (Chico)
Vacant, Unincorporated County (Unincorporated)

Advisory Positions

Pamela Teeter, Paradise Chamber (Paradise)
Scott Stoller, Silver Dollar Fair (Chico)
Heather MacDonald, Butte County (Unincorporated)
Debbie Collins, City of Chico (Chico)
Melissa Schuster, Town of Paradise (Paradise)

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. **12:00pm – Call Meeting to Order**
2. **Corrections and/or Changes to the Agenda**
 - a. Board
 - b. Public
3. **Consent Agenda**
 - a. Meeting Minutes – January 11, 2018 and February 8, 2018 (Special Meeting)
4. **Public Comment** (non-agenda items; please limit to 5 minutes each)
5. **Regular Agenda**
 - a. Nomination Committee
 - i. Recommendation to accept bylaw changes regarding advisory board language
 - ii. Board of Director
 1. Distribute director election ballots
 2. Those positions expiring and/or unfilled
 - a. Lodging – Chico x 2
 - b. Lodging – Oroville x 1
 - c. Lodging – Unincorporated x 1
 - d. Community at Large – x 2
 3. Recommendations from nominations committee, followed by speeches (3-minutes maximum)
 - a. Chico Lodging
 - i. Brooke Smith – Residence Inn by Marriott and Courtyard by Marriott
 - ii. Dori Franklin – Oxford Suites
 - b. Oroville Lodging
 - i. Bruce Spangler – Holiday Inn Express & Suites
 - c. Unincorporated
 - i. No nominations received prior to meeting
 - d. Community at Large
 - i. Nicole Johansson

- ii. Casey Hatcher
 - 4. Call for additional nominations from the floor, followed by speeches (3-minutes maximum)
 - 5. Vote and announcement of new directors to the board
 - iii. Officer of the board election
 - 1. Distribute officer election form
 - 2. Review officer descriptions and terms: President, Vice President, Treasurer, Secretary
 - 3. Nominations for each position, and why
 - 4. Vote and announcement of new officers of the board
 - iv. Advisory Board election
 - 1. Distribute advisory election form
 - 2. Review duties of advisory board members
 - 3. All advisory board positions expire annually. Two positions available as follows: Biggs, Chico, Paradise, Oroville, Unincorporated Butte County, Entire County
 - 4. Review all nominations submitted prior to March 1. Opportunity for all interested advisors to speak to board of directors (3-minute maximum)
 - 5. Call for additional nominations from the floor (3-minute maximum)
 - 6. Vote and announcement of new advisors to the board
 - b. Finance Report
 - c. Staffing Committee
 - i. Status of E.D. recruitment
 - d. Ad hoc committee creation – to research and coordinate office set up for staff
 - e. Marketing Committee Report
 - i. Update from Chair
 - ii. *San Francisco Chronicle* – update on progress and review of preliminary print and Story Studio
 - iii. State Capitol window display – update on progress
 - f. State Fair Committee – recommendation to reconvene for 2018 planning
 - g. Program Coordinator Report
 - i. Request from Team Chico – hotel data to help support economic benefit from events
 - ii. Strategic planning session update – date selection
 - iii. Zone marketing – progress of applications
 - iv. Participation at North State Economic Forum – written report
 - v. Vacation rentals

6. Closed Session – No

Adjournment

Next regularly scheduled meeting: April 12, 2018