

BOARD OF DIRECTORS

Bruce Spangler, President  
Jasmin Wilson, Treasurer  
Haroon Saddique  
Tamba Sellu  
Mohammad Billah, Vice President  
Nicole Johansson, Secretary  
Jennifer Leonard



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Victoria Anton  
Sarah Boesen  
Woody Culleton  
Ev Duran  
Holly Jorgensen  
Jennifer Macarthy  
Tamara Maxey  
Debbie Moseley  
Dawn Nevers  
John Pearson  
Brett Sanders  
Melissa Schuster  
Marci Shadd  
Katie Simmons  
Rachel Simmons  
Audrey Taylor

EXPLORE BUTTE COUNTY BOARD MEETING

May 12, 2022  
Time: 12:00 - 2:00 pm

326 Huss Drive  
Chico, CA 95928  
Board Room

AGENDA

MISSION: Explore Butte County inspires people to visit Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County is the *heart and champion* of growing and sustaining a flourishing and diverse tourism economy making Butte County THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Exploration. Stewardship. Equity. Inclusion. Fun.

1. Call to order.

2. CONSENT AGENDA

2.1 Approval of Board Meeting Minutes from March 10, 2022

2.2 Approval of April 2022 Financials

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 CONSIDERATION OF ASHLEY LIMON FOR CHICO LODGING BOARD SEAT

There is currently a vacant board seat meant to be filled by a Chico lodging representative. The vacancy occurred too close to the annual meeting for the Nominating Committee to make a recommendation for that seat. Director Uhlig, who resigned, confirmed that Oxford Suites would like to continue their involvement with

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Explore Butte County and she wrote a letter of recommendation for incoming sales manager, Ashley Limon.

**Recommendation:** *To appoint Ashley to the Board of Directors representing Chico lodging from Oxford Suites for a two-year term expiring in March of 2024. July 2022 will be Ashley's first active board meeting.*

### 4.2 CONSIDERATION OF PREPARED 990 FOR SUBMISSION

Explore Butte County's CPA, Holly Pladson, has prepared the 2021 990 for approval. Board members must review and approve the document, and notice the review, during a board meeting.

**Recommendation:** *To accept the Treasurer's report of 990s to be submitted for the 2021 program year.*

### 4.3 CONSIDERATION OF OROVILLE TOURISM COMMITTEE RECOMMENDATION TO REALLOCATE SOME BUDGET FOR ALREADY APPROVED 2022 PROJECTS

The Oroville Tourism Committee met on April 21. During the meeting the City of Oroville clarified that setting aside marketing dollars (\$10,000) is not necessary at this point. It appears the branding project will include budget for advertising and the committee should consider alternate use of the funds for now. The committee approved hiring Ashley Baer (EBC team member) to develop the back of the Oroville map so the project can be finalized and printed by summer. The committee also approved using \$2,500 of sponsorship to fund an event person for the Downtown Oroville organization so their events continue to be successful.

**Recommendation:** *To approve the Oroville Tourism Committee's request to move \$10,000 from the Oroville Brand Project back to unallocated. Committee will consider updated recommendation for the next board meeting.*

### 4.4 CHICO TOURISM COMMITTEE UPDATE

The Board approved a few big spends for the Chico Zone Marketing which all began since the last board meeting. The Chico Velo Wildflower Century Ride partnership: planned to create a warm welcome at hotels which needed a lot longer lead time, so budget was spent to create and distribute video ads (results in board packet). Partnership with DCBA for sponsorship of the Thursday Night Market: funds were primarily allocated to buying advertising schedules to promote the market. EBC worked with Watershed Media to produce video ads for tv and digital distribution. Chico Clean Day partnership with Chico Parks Department was successful. After budget reconciliation there is still more than \$25,000 to be allocated for the 2022

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program year. Project Manager is looking into 1) guest shuttles from Chico hotels to downtown during Chico State's Alumni/Open House/Parents' Weekend in October, 2) coordinating and reprinting the Chico Bike Map, 3) helping with Art & Wine Walk during Alumni/Open House/Parents' Weekend.

Recommendation: *None.*

### 5. REPORTS AND COMMUNICATIONS

5.1 MOBILE VISITOR CENTER UPDATE *Bruce Spangler*

5.2 MARKETING COMMITTEE UPDATE *Nicole Johansson*

5.3 MARKETING MANAGER REPORT *Ashley Baer*

5.4 ARPA PROJECT MANAGER UPDATE *John Pearson*

5.5 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

### 6. CLOSED SESSION

6.1 CEO ANNUAL REVIEW

### 7. ADJOURNMENT

Next regular board meeting is scheduled for July 14, 2022.