

Board of Directors

Bruce Spangler, President (Oroville)
Brooke Isenberg, Vice President (Chico)
Analise Uhrig Secretary (Chico)
Mohammad Billah, Treasurer (Chico)
Jasmin Wilson, (Oroville)
Haroon Saddique (Paradise)
Nicole Johansson, (At Large)
John Pearson, (At Large)



Advisory Board

Victoria Anton, Oroville
Melanie Bassett, Chico
Colette Curtis, Paradise
Heather Ugie, Chico
Jennifer Leonard, Unincorporated
Holly Jorgensen, Oroville
Melissa Schuster, Paradise
Marci Shadd, Biggs

EXPLORE BUTTE COUNTY BOARD MEETING

May 13, 2021

Time: 12:00 – 2:00 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/87017614518?pwd=NU9lME05cksvTE9mTGp4d3pRUGREdz09>

Dial in: 669-900-9128

Meeting ID: 870 1761 4518

Passcode: 396334

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 – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of March 11, 2021

2.2 Approval of March and April 2021 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 PRESENTATION BY STATE PARKS

Projections of State Park usage as we move into the height of summer travel. How might this affect EBC’s efforts?

4.2 CONSIDERATION OF OROVILLE TOURISM COMMITTEE RECOMMENDATION – Victoria Anton

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

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The Oroville Tourism Committee decided that the entire budget should be used to create an Oroville-specific attractions map that can be handed out to visitors and potential visitors. It should be focused around Downtown and the Feather River. The map will not include individual businesses, but instead it will focus on attractions, museums, outdoor recreation spaces. The front side will be the map, the back side will be narrative options for building itineraries and/or additional information valuable to visitors. Map will also be available with a digital component so that it is not only in print form.

Recommendation: *To designate the full \$19,949.30 of Oroville Zone Marketing budget to the design, build, print and web-design of an Oroville Area Attractions map.*

4.3 CHICO TOURISM COMMITTEE UPDATE – Analise Uhrig

The Chico Tourism Committee met to discuss the current projects and any on the horizon for the remainder of the funds for 2021. After review of the State’s plan to reopen with very little restriction, the committee felt that the QR program for restaurants would be a wasted effort and instead would like to allocate \$5,000 of that \$10,000 to reprinting the Bidwell Park maps. The Chico Chamber will pay the difference in the total invoice. At this time no other recommendation has been made for Chico Zone Marketing

Recommendation: *To approve Chico Zone Marketing spending \$5,000 on reprinting the Bidwell Park map instead of spending on a QR code project.*

4.4 CONSIDERATION OF THE MOBILE VISITOR CENTER CONVERSION PLAN AND FUNDING APPROVAL

The Board of Directors has already approved a \$150,000 budget for the purchase and outfitting of a mobile visitor center. At a special board meeting on May 6th, the Board approved the purchase of a 2021 Mercedes Sprinter Cargo Van. The conversion will need to be completed by a conversion company.

Recommendation: *To approve the recommended conversion elements as described by the Marketing Committee. Per the approved budget, the conversion build not to exceed pre-approved amount minus the price of the actual vehicle.*

4.6 CONSIDERATION OF MOVING TO IN-PERSON BOARD MEETINGS BEGINNING JULY 8

As the State of California expects to remove most COVID-19 related restrictions for businesses around the state, this Board is asked to consider moving back to in-

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person board meetings at the EBC main office with distancing and masking requirements in place.

Recommendation: *To move to in-person board meetings beginning with the July 8th board meeting.*

5. **REPORTS AND COMMUNICATIONS**

5.1 **MARKETING COMMITTEE REPORT** *John Pearson*

5.2 **EXECUTIVE DIRECTOR REPORT** *Carolyn Denero*

5.3 **ITEMS FOR MAY BOARD MEETING** *Board Suggestions*

6. **CLOSED SESSION**

6.1 **ANNUAL REVIEW OF EBC EXECUTIVE DIRECTOR CAROLYN DENERO AND CONSIDERATION OF ANNUAL BONUS STRUCTURE**

7. **ADJOURNMENT**

Next regular board meeting is scheduled for July 8, 2021.