

Board of Directors

Bruce Spangler, President (Oroville)
Analise Uhlig 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
Sarah Boesen, Chico
Jennifer Leonard, Unincorporated
Holly Jorgensen, Oroville
Melissa Schuster, Paradise
Marci Shadd, Biggs

EXPLORE BUTTE COUNTY BOARD MEETING

November 11, 2021
Time: 12:00 – 2:00 pm

Via Zoom Meeting ONLY

<https://us02web.zoom.us/j/89223628416?pwd=a251Q1orOG0rR0tLZ2dNeXZPaHI3dz09>

Meeting ID: 892 2362 8416
Passcode: 685214
Dial by your location
669 900 9128 US (San Jose)

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 from September 9, 2021

2.2 Approval of September and October 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 CONSIDERATION OF LETTER OF SUPPORT FROM EBC BOARD OF DIRECTORS TO ENCOURAGE BUTTE COUNTY BOARD OF SUPERVISORS TO EXPAND LAND USE DESIGNATION FOR MORE SPACE FOR SPORTS, RECREATION, EDUCATION, HEALTH AND WELLNESS.

Presented by board member from Everybody Healthy Body. Discussion about why there is a move to expand unincorporated Butte County land use designation and to revise zoning, including Nance Canyon, during the Butte County General Plan Update for more space for sports, recreation, education, health and wellness.

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Recommendation: To write a letter of support for the expansion of land use designation and zoning in unincorporated areas during the revision of the Butte County General Plan to make more opportunity for sports, recreation, education, health and wellness, all which will be important to growing the travel and tourism economy.

4.2 REVIEW OF THE UPDATED FORMAT OF EXPLORE BUTTE COUNTY BALANCE SHEET

Per the action of the Board during the September meeting, Denero has worked with Holly Pladson, CPA, to update the Balance Sheet to accurately reflect the projects whose funds have been reserved to be more transparent about allocated projects.

Recommendation: *No recommendation, informational purposes only.*

4.3 CONSIDERATION OF FILLING BROOKE ISENBERG’S VACATED SEAT REPRESENTING CHICO LODGING

Brooke Isenberg, Vice President of the Board, has resigned effective October 22, 2021 and will no longer be able to represent Chico lodging as a voting board member. Brooke has submitted a letter of recommendation for Tamba Sellu, Director of Market Sales, representing Marriott.

Recommendation: *To appoint Tamba Sellu to the Explore Butte County Board of Directors effective immediately to represent Chico lodging for Brooke’s current term which will expire March 2022. Tamba will be eligible to vote beginning at the January 13, 2022, board meeting.*

4.4 OROVILLE TOURISM COMMITTEE UPDATE

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

The Oroville Tourism Committee has been meeting monthly to work on an Oroville-specific map and a promotional video. Both will be shared with the BOD

No recommendation, reporting purposes only.

4.5 CHICO TOURISM COMMITTEE UPDATE

Chico Tourism Committee sponsored the GrowTech event by ChicoStart that focused on start up tech companies and brought a handful of speakers from out of state into Chico. \$10,000 was approved to help promote the Chico Ice Rink.

No recommendation, reporting purposes only.

4.6 CONSIDERATION OF UPDATED MISSION, VISION AND VALUES FOR EXPLORE BUTTE COUNTY

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The Marketing Committee has been working with PorterCo on a brand refresh project to better inform our users of who we are and what we represent. The first step in the process was to review our current mission and vision statements. When these were reviewed it was determined they should be revised to consider the larger scope of work EBC has since deciding to become a Destination Marketing and Management Organization (DMMO) during the renewal of the Management District Plan. The Board is being asked to consider the updated Mission, Vision, and Goals to represent the organization.

Recommendation: *To accept the Mission, Vision, and Values statements as proposed by the Marketing Committee.*

4.7 CONSIDERATION OF AMENDING EBC BYLAWS TO CREATE MORE OPPORTUNITY FOR PARTICIPATION ON THE ADVISORY BOARD WHILE CREATING A WORKING POLICY UPDATED BY THE BOD AS NECESSARY

As EBC has determined thru the renewal of the district, the next 10 years will move the organization into a leadership role for the travel and tourism industry within Butte County. There will be new opportunities for funding streams to accomplish projects that will support lodging, recreation, infrastructure and more. There will be an ebb and flow of stakeholders who will want to be involved with EBC at a variety of levels. This may be the time to consider amending the bylaws to include a less strict policy for the number of advisors per jurisdiction and create a policy that can more easily be reviewed and updated annually, in order to continue to move travel and tourism forward.

Recommendation: *To amend the bylaws as presented and to approve the EBC internal policy on best practices for filling Advisor seats.*

4.8 REPORT ON UPCOMING PROJECTS. BOARD DIRECTION SOUGHT BY STAFF.

EBC staff have been working with both Butte County and City of Chico on American Rescue Plan Act (ARPA) projects. The Chico project ends June 30, 2024, and consists of building a Chico-specific tourism brand and the corresponding assets necessary to maintain the brand and promotion; the Butte County project ends June 30, 2024 and consists of collaboration to create a countywide wayfinding master plan and dissemination of event support grants. In addition, Chico Zone Marketing is interested in a part-time contractor to help with Chico-specific marketing and promotion, and the BOD has also allocated funding to creation of a Film Commission.

Recommendation: *No recommendation. Staff is seeking direction on staffing for additional projects that have administrative funding attached to them.*

5. REPORTS AND COMMUNICATIONS

5.1 MARKETING COMMITTEE REPORT

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- 5.2 Q3 MARKETING UPDATE *Ashley Baer*
- 5.3 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*
- 5.4 ITEMS FOR JANUARY BOARD MEETING *Board Suggestions*
- 6. **CLOSED SESSION**
 - 6.1 CEO REVIEW PROCESS AND COMPENSATION
- 7. **ADJOURNMENT**

Next regular board meeting is scheduled for January 13, 2022.