

Board of Directors

Bruce Spangler, President (Oroville)
Brooke Isenberg, Vice President (Chico)
Analise Uhrig (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 REGULAR BOARD MEETING

November 12, 2020
Time: 12:00 p.m. – 2:00 p.m.

Meeting via Zoom

MINUTES

-
1. Call to order and roll call – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:12pm. Introductions made.

Present – Directors: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson. Advisors: Feldman, Constantin, North, Schuster.

Absent – Director: Pearson. Advisors: Anton, Bassett, Leonard, Taylor, Ugie.

Guests – Jennifer Macarthy, County of Butte; Pat Macias, monca; Thad Walker, BCRC/Chico Velo; Dan Efseaff, PRPD; Aaron Wright, State Parks; Shelly James, Porter Co.

Staff – Denero, Baer, Salas

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of October 8, 2020

2.2 Approval of October 2020 financials

A motion was made by Director Paragji and seconded by Director Uhrig to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson

NOES: None

ABSTENTIONS: None

3. **PUBLIC COMMENT**

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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.

No public comment.

4. REGULAR AGENDA

4.1 PRESENTATION FROM THAD WALKER RE: COLBY MOUNTAIN PROJECT (10 minutes)

Strategic Goal: Strong Local Partnerships and Board Development

Foundation funds were received to cover the cost of the trail layout and to develop promotional content. Thad is going to present the concept and potential for tourism business around the project.

Brief informational presentation by Thad Walker. No action requested or taken.

4.2 PRESENTATION FROM DAN EFSEAFF RE: PARADISE RECREATION AND PARKS DISTRICT (10 minutes)

Strategic Goal: Strong Local Partnership

Update on the trails planning the PRPD is working toward. Great tie into recreation and tourism.

Brief informational presentation by Dan Efseaff. No action requested or taken.

4.3 AD HOC ZONE MARKETING RECOMMENDATIONS – MULTIPLE

Strategic Goal: Strong Local Partnerships & Build Brand Awareness

At the October board meeting, an ad hoc zone marketing committee was convened to determine two things: 1) how to spend the current surplus of zone marketing, and 2) to develop a procedure to distribute zone marketing for future years. Committee minutes can be reviewed for insight of the whole meeting. The committee would like to make the following recommendations to the full board of directors:

A motion was made by Director Isenberg and seconded by Director Johansson to allocate the balance of the zone marketing funds that have been collected and unspent in the past few years and split it completely in half to develop seed funding for two projects – a Butte County Film Commission and the Butte County wayfinding signage project. Each project will have nearly \$68,674 to start, but the exact amount will be determined with year-end reconciliation of total zone

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marketing funds. The projects will be funded effective January 1, 2020, and they do not have secure zone marketing funding for future years but could be considered as a regular budget item in future years. All progress on each project will be brought to the board.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson

NOES: None

ABSTENTIONS: None

A motion was made by Director Isenberg and seconded by Director Paragji to allow each jurisdiction, through the power of a Brown Act, to utilize a voting tourism committee to plan the allocation and spending of their earned zone marketing dollars from the previous year. The following items were approved:

- There will be 4 tourism committees: Chico, Oroville, Paradise Ridge, and Gridley, to include Biggs and unincorporated areas;
- Each tourism committee will have a set voting committee to meet annually to develop a spending plan for the year;
- Each committee will be a Brown Act committee, per the MDP; and
- Funds will be distributed by Explore Butte County but will be decided upon by the individual committees.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson

NOES: None

ABSTENTIONS: None

A motion was made by Director Spangler and seconded by Director Billah to approve the draft policy regarding the new tourism committees as written, and to add them to EBC’s final policies.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson

NOES: None

ABSTENTIONS: None

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A motion was made by Director Uhrig and seconded by Director Spangler to approve the appointment of people and/or institutions to comprise each jurisdiction’s tourism committee.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson

NOES: None

ABSTENTIONS: None

4.4 AD HOC BUDGET COMMITTEE REPORT AND RECOMMENDATION

The ad hoc budget committee met to review current financial position and create the draft 2021 budget for board approval. With only one meeting complete, the board is being asked to approve the program income estimates based on lodging budget estimates for 2021. The committee is recommending income to be on par with the original operating budget approved for the 2020 program year. The only addition will be income from the City of Gridley. A final and detailed budget will be presented for final approval at the regular January board meeting.

President Spangler asked to table this item until a full budget recommendation by the finance committee could be made at the January 2021 meeting.

4.5 MARKETING COMMITTEE REPORT

The marketing committee met on October 28 to review program progress. There are 4 advertising campaigns being launched between November 4 and January 1, 2021. (Denero to review creative.) In addition, the committee approved a holiday lodging campaign to prepare swag bags to be given to guests checking in during the holidays. Staff will develop talking points for the front desk, but this is a surprise and delight activation during our typically slow shoulder season.

Update given. No action required.

4.6 AD HOC TBID RENEWAL COMMITTEE REPORT

The committee has been disbanded. November 1, 2020 officially marked the date the BCTBID is approved without any challenges. Denero is working with Civitas to finalize the contract between EBC and the County for the working relationship. The notification letter was distributed to all Butte County lodging the week of November 1, 2020

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Update given. No action required.

4.7 AD HOC NOMINATIONS COMMITTEE REPORT*Strategic Goals: Board Development*

Per EBC bylaws, voting board members are nominated for 2-year terms, advisory members are nominated for 1-year terms. In March 2021, three voting seats are expiring:

Name	Business	Jurisdiction
Haroon Saddique	Best Western Paradise Hotel	Paradise
Kiran Paragji	Americas Best Value Inn Oroville	Oroville
Mohammad Billah (currently serving as board Treasurer)	University Inn	Chico
Vacant	Vacant	Unincorporated County

The voting seat for Unincorporated County is still vacant and has never been filled. The board should consider reviewing the current bylaws to change the Unincorporated voting seat to specifically include Gridley and Biggs as they are specific jurisdictions participating but not requiring a full voting seat.

In March 2021, all advisory seats expire and any vacant seats are available to be filled:

Name	Business	Jurisdiction
Victoria Anton	Feather River Recreation District	Oroville
Ben North	Brushstrokes	Oroville
Melanie Bassett	Downtown Chico Business Assn.	Chico
Chris Constantin	City of Chico	Chico
Jennifer Leonard	Almendra	Unincorporated
Audrey Taylor	Everybody Healthy Body	Unincorporated
Melissa Schuster	Town of Paradise	Paradise
Evie Feldman	Blue Team Realty	Paradise
Heather Ugie	Chico Chamber of Commerce	countywide
Vacant	Vacant	countywide

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Update given. No action required.

5. **REPORTS AND COMMUNICATIONS**

5.1 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

5.2 ITEMS FOR JANUARY BOARD MEETING

- No suggestions given for future programming.

6. **ADJOURNMENT**

Meeting was adjourned at 1:30 p.m.

Minutes respectfully submitted by Carolyn Denero.