



2023 BOARD OF DIRECTORS

Bruce Spangler, President
Lake Oroville Holiday Inn Express
& Suites, Oroville

Nicole Johansson, Secretary
Sierra Oro Farm Trail

Tamba Sellu, Treasurer
Courtyard by Marriott, Chico

Ashley Limon
Oxford Suites, Chico

Kate Pinsonneault
Hotel Diamond, Chico

Melissa Schuster
Chapelle de L'Artiste Château &
Retreat, Paradise

Jennifer Owens
CSU Chico University Farm

ADVISORY BOARD

Victoria Anton, Feather River
Recreation and Park District
Ev Duran, UTB Studios
Patricia Macias, Museum of
Northern California Art (monca)
Debbie Moseley, Paradise
Chocolate Fest
Todd Sankman, CHA, CHDT,
DoubleTree by Hilton
Marci Shadd, The Colonia Building

Audrey Taylor, Downtown Chico
Business Association
Megan Gaddis, Chico Chamber of
Commerce
Eric Smith, Oroville Chamber of
Commerce
Monica Nolan, Paradise Chamber
of Commerce

Katie Simmons, Butte County
Administration
Jennifer Macarthy, City of Chico
Dawn Nevers, City of Oroville
Collette Curtis, Town of Paradise

EXPLORE BUTTE COUNTY

BOARD MEETING

JULY 13, 2023

Time: 12:00 pm – 2:00 pm

326 Huss Ln, Building E - Board Room, Chico, CA 95928

Supporting Documents

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.

BRAND POSITION: The Explorer - Adventurer, Pioneer, Seeker, Open-minded, Resourceful, Tolerant, Ambitious, Down to Earth, Authentic, Determined, Outdoorsy

1. CALL TO ORDER (Bruce Spangler)
 - 1.1. Reading of our Mission, Vision, Values, and Brand Position
 - 1.2. Introduction of new team members (Nichole Farley)
2. PUBLIC COMMENT (Bruce Spangler)

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to three (3) minutes per speaker. The Board may not take any action on public comment.
3. SPECIAL PRESENTATION
 - 3.1. UpStateCA Update (Laurie Baker, Shasta Cascade Wonderland Association)
4. CONSENT AGENDA (5 min) (Bruce Spangler)
 - 4.1. [Approval of Board Meeting Minutes from May 11, 2023](#)
 - 4.2. [Approval of May 2023 Financials](#)
 - 4.3. [Approval of June 2023 Financials](#)
5. REGULAR AGENDA
 - 5.1. Finalize 2023-2025 Strategic Plan (Bruce Spangler)

Review of the draft of the strategic plan from our April 13, 2023 board retreat, which has been reviewed by the executive committee. Approval of the plan will allow staff to begin developing teams and action steps to accomplish objectives.

Recommendations: Approve the strategic plan as presented and direct staff to begin forming teams and action steps to accomplish objectives.

5.2. Approval of a contract for Artsopolis - Butte365 Project

Continued outreach and education to museums, performing arts, and event promoters for support for Butte365.

Strategic Objective 2: Expand and diversify our experience base

Recommendation: Approve the contract with Artsopolis for the development of Butte365 - a countywide community events calendar, for the amount of \$15,200 from Budget Code 02-6700

5.3. Approve a contract with Ripe Booking

Ripe Booking is a complete e-commerce & marketing solution that sends 0% commission bookings to your lodging partners. Ripe Bookings is a seamless direct booking platform for hotels and Explore Butte County that will integrate with [ExploreButteCounty.com](https://www.explorebuttecounty.com).

Strategic Objective 2: Expand and diversify our experience base

Recommendation: Approve the contract with Ripe Booking and Allocate \$22,000 from Reserves to cover this expense, as it was not initially budgeted for in the adopted 2023 operational budget.

5.4. Advisory Committee Update

Introduction of Tami Caufield, DoubleTree by Hilton, who seeks to replace Todd Sankman on the advisory committee.

Introduction of Jordan Daley, City of Oroville, who seeks to replace Dawn Nevers on the advisory committee.

Recommendation: To replace Todd Sankman, DoubleTree by Hilton with Tami Caufield, DoubleTree by Hilton and to replace Dawn Nevers, City of Oroville with Jordan Daley, City of Oroville.

6. COMMITTEE UPDATES AND STAFF COMMUNICATIONS

6.1. Marketing Committee Update (Nicole Johansson)

6.2. Marketing & Social Update (Ashley Baer)

Presentation of marketing and social efforts from the second quarter of 2023.

6.3. Summer Marketing Campaign Update (Tami Travis, PorterCo)

Update of the Wide Open Wonder marketing campaign.

6.4. Travel Chico ARPA Presentation (John Pearson)

Status update for the Travel Chico project.

6.5. Executive Director Report (Nichole Farley)

7. CLOSED SESSION - None

8. ADJOURNMENT

Next regular board meeting is scheduled for September 14, 2023 at 12 pm.