



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

Kate Pinsonneault
Hotel Diamond, Chico

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

Jennifer Owens
CSU Chico University Farm

ADVISORY BOARD

Debbie Moseley, Paradise
Chocolate Fest
Ev Duran, UTB Studios
Marc Shadd, The Colonia Building
Patricia Macias, Museum of
Northern California Art (monca)
Tami Caufield, DoubleTree by
Hilton

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
Jordan Daley, City of Oroville
Collette Curtis, Town of Paradise

EXPLORE BUTTE COUNTY

BOARD MEETING

September 14, 2023
Time: 10:00 am – 12:00 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
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. CONSENT AGENDA (5 min) (Bruce Spangler)
 - 3.1. [Approval of Board Meeting Minutes from July 13, 2023](#)
 - 3.2. [Approval of July 2023 Financials](#)
 - 3.3. [Approval of August 2023 Financials](#)
 - 3.4. Ratify decisions approved by the Executive Committee
 - 3.4.1. [CFO by Design](#) - A CPA firm that specializes in destination marketing organization and has experience with tourism business improvement district.
 - 3.4.2. [SinglePoint](#) - Human resources, benefits, and payroll administration
 - 3.4.3. Banking Relationships - Move business checking account from TriCounties Bank to Golden Valley Bank. In addition to a Business Checking, open business savings and investment account at Golden Valley Bank.
4. REGULAR AGENDA
 - 4.1. [Marketing Agency Selection - Madden Media](#) (Nichole Farley)

The Marketing Committee reviewed four qualified proposals for Professional Marketing and Media Buying Services. The Committee

narrowed the search to interview three agencies. Based on proposals scoring and interviewing, the Marketing Committee recommends engaging with Madden Media for Professional Marketing and Media Buying Services.

Strategic Objective 1: Advancing our countywide brand identity

Recommendations: Board to approve the Executive Director to sign a \$250,000 agreement with Madden Media for Professional Marketing and Media Buying Service.

[All Agency Proposals and Scoring Information](#)

4.2. [Executive Director Performance Review Policy](#) (Bruce Spangler)

This policy was created to standardize and formalize the performance review process of the Executive Director.

Recommendation: Approve the Executive Director Performance Review Policy as drafted.

4.3. [Board of Director Agreement](#) (Bruce Spangler)

The Destination Management Accreditation Program (DMAP) requires destinations to have a Code of Conduct. The Board of Directors Agreement would double as our Code of Conduct.

Recommendation: Approve the Board of Directors Agreement as drafted.

4.4. [Sierra Oro Farm Trail Dinner](#) (Nicole Johansson)

After careful consideration and review of guest surveys and farm and winery feedback, we are taking a year off of the Sierra Oro Farm Trail to reimagine the tour. The Sierra Oro Farm Trail will resume in 2024 with a new look and feel for our 20th anniversary.

Recommendation: Sponsor the Sierra Oro Farm Trail Farm to Fork Dinner on Sun, Oct 15, 2023 at TJ Farms Estates, located in Chico. Funding would be allocated from 01-6360 Sponsorship Marketing.

5. COMMITTEE UPDATES AND STAFF COMMUNICATIONS

5.1. Marketing & Social Update (Ashley Baer)

Presentation of marketing and social efforts since July 2023

5.2. ARPA Projects Update (John Pearson)

Status update for the Travel Chico and Countywide Wayfinding

5.3. Executive Director Report (Nichole Farley)

6. CLOSED SESSION - None

7. ADJOURNMENT

Next regular board meeting is scheduled for November 9, 2023 at 12 pm.