



2022 BOARD OF DIRECTORS

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& Suites, Oroville

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Dani Aalfs, Lake Oroville Marinas

Victoria Anton, Feather River Recreation
and Park District

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Watershed Project

Jennifer Macarthy, City of Chico

Tamara Maxey, Gold Nugget Museum

Debbie Moseley, Paradise Chocolate Fest

Dawn Nevers, City of Oroville

John Pearson, Pearson Collaborative Project

Brett Sanders, 3CORE

Melissa Schuster, Paradise Chamber of
Commerce

Marci Shadd, The Colonia Building

Katie Simmons, Butte County Administration

Audrey Taylor, Downtown Chico Business
Association

EXPLORE BUTTE COUNTY BOARD MEETING

November 10, 2022
Time: 12:00 – 2:00 pm

326 Huss Drive
Chico, CA 95928
Board Room

OR

Via Zoom Link – NO VIDEO

[https://us02web.zoom.us/j/86144859495?pwd=RTZmQXo0SmtJandlaXI
MakNkayt2Zz09](https://us02web.zoom.us/j/86144859495?pwd=RTZmQXo0SmtJandlaXI
MakNkayt2Zz09)

Meeting ID: 861 4485 9495

Passcode: 172806

Call in number: 669-900-9128

AGENDA - DRAFT

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.

1. Call to order.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes from September 8, 2022

2.2 Approval of September and October 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 RECOMMENDATION FOR EXPLORE BUTTE COUNTY TO SUPPORT MAIN COUNTY EVENTS (Bruce Spangler)

Discussion: Explore Butte County's support of major events in the County. This would be apart from the Zone Marketing Committee support. List of potential events: Chico Downtown Ice Rink, Wildflower Century Race, Salmon Festival, Johnny Appleseed Days, Red Suspenders Day. Total Number of events might be around 5, keeping Jurisdiction distribution close to annual contribution of jurisdictions.

Recommendation: *To consider setting annual County Events EBC will support each year outside Zone Marketing, and place a budget item and amount.*

4.2 RECRUITMENT COMMITTEE UPDATE (Bruce Spangler)

SearchWide Global conducted extensive search for new Executive Director. The Recruitment Committee conducted zoom and in person interviews and have extended an offer of employment.

Recommendation: *No recommendation, update on progress.*

4.3 CONSIDERATION OF DRAFT 2023 BUDGET (Jasmin Wilson)

The Finance Committee has met multiple times to create a draft budget for 2023. Draft is included for discussion and any final edits/considerations for a January approval.

Recommendation: *To consider the draft 2023 budget and make any adjustments as discussed.*

4.4 CHICO TOURISM COMMITTEE UPDATE (John Pearson)

The Chico Tourism Committee reviewed remaining budget for the year, the results of CSUC Weekend and how to decide on sponsorship support for coming years.

Recommendation: *No recommendation, reporting only*

4.5 OROVILLE TOURISM COMMITTEE UPDATE (Amber Miland)

The Oroville Tourism Committee reviewed the budget for the year and approved \$500 from the sponsorship line item to support the Parade of Lights.

Recommendation: *No recommendation, reporting only.*

5. **COMMUNICATIONS AND REPORTS**

5.1 ARPA PROJECT UPDATES (John Pearson)

- Travel Chico
- Wayfinding Signage Master Plan
- Special Event Support Grant (summary included in packet)

5.2 MARKETING UPDATE (Ashley Baer)

5.3 NOMINATING COMMITTEE – notices need to be distributed

6. **CLOSED SESSION** - None

7. **ADJOURNMENT**

Next regular board meeting is scheduled for January 12, 2023.