



**2022 BOARD OF DIRECTORS**

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

**Mohammad Billah**, Vice President  
University Inn, Chico

**Jasmin Wilson**, Treasurer  
Dahl's Motel, Oroville

**Nicole Johansson**  
Sierra Oro Farm Trail, Secretary

**Jennifer Leonard**  
Almendra Winery & Distillery,  
Durham

**Ashley Limon**  
Oxford Suites, Chico

**Haroon Saddique**  
Best Western Paradise Hotel,  
Paradise

**Tamba Sellu**  
Courtyard by Marriott, Chico

**ADVISORY BOARD**

**Dani Aalfs**, Lake Oroville Marinas

**Victoria Anton**, Feather River Recreation  
and Park District

**Sarah Boesen**, Chico Chamber of  
Commerce

**Woody Culleton**, Paradise Performing  
Arts Center

**Ev Duran**, UTB Studios

**Holly Jorgensen**, Sacramento River  
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

**Rachel Simmons**, CSU Chico

**Audrey Taylor**, Downtown Chico Business  
Association

**EXPLORE BUTTE COUNTY BOARD MEETING**

June 30, 2022  
Time: 12:00 – 1:00 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<br/>MakNkayt2Zz09)

Meeting ID: 861 4485 9495

Passcode: 172806

Call in number: 669-900-9128

**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.

1. Call to order.

2. **CONSENT AGENDA**

2.1 Approval of Special Board Meeting Minutes from June 1, 2022

2.2 Approval of May 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 HIRING A RECRUITMENT FIRM FOR THE EXECUTIVE RECRUITMENT OF NEW EXECUTIVE DIRECTOR**

The Recruitment Committee reviewed a variety of options for recruiting a new Executive Director for EBC. After discussion, the committee would like to recommend hiring SearchWide Global, a firm focused on executive recruitment for DMOs, hospitality, and attractions. The SearchWide contract has a minimum fee of \$30,000 and there can be additional fees for background checks, travel and hospitality for candidates, and personality assessments.

**Recommendation:** *To hire SearchWide Global to run the recruitment for the Executive Director at a cost not to exceed \$35,000, which will be the total for everything associated with this process, to be allocated from the Contingency Reserve Fund.*

##### **4.2 CONSIDERATION OF EXECUTIVE DIRECTOR JOB DESCRIPTION**

The Recruitment Committee discussed the job title for the organization and landed on Executive Director instead of CEO. The committee reviewed the current job description and decided changes could be made, but it is in a relatively good place for use in recruitment.

**Recommendation:** *To change the title of the leadership role of EBC from CEO back to Executive Director and to approve the updated job description for use in recruitment and the Board's expectations of the position.*

##### **4.3 CONSIDERATION OF CAROLYN DENERO'S CONTRACT FOR WORK PERFORMED AFTER JULY 15, 2022**

Carolyn Denero's last day is July 15, and she has agreed to stay on as a contractor to assist with the operations of EBC during the transition to hiring a new Executive Director. The proposed contract will include day-to-day operations, oversight of staff and vendors, continuation of required projects, documenting organizational processes, and training of new Executive Director, among other items agreed upon by the Board.

**Recommendation:** *To approve the short-term contract with Carolyn Denero with the attached scope of work. Denero will report to President Spangler.*

#### **4.4 CONSIDERATION OF JOHN PEARSON’S CONTRACT EXTENTION FOR PROJECT WORK FUNDED BY ARPA FUNDS AND CHICO ZONE MARKETING THROUGH DECEMBER 31, 2023**

The Pearson Collaborate Project approved proposal and scope of work was approved in January of 2022 with no termination date, other than to be executed for six months. Due to the transition of leadership at EBC, the Board should consider contracting with Pearson to continue the programs through their end dates of December 31, 2023. Pearson will continue to work with Denero until the transition to a new Executive Director – but this will allow continuity of the additionally-funded projects for EBC.

**Recommendation:** *To approve the updated contract with Pearson Collaborative Project to allow for the continuity of projects already being managed by him, and to offer opportunity for additional project work to be added.*

5. **CLOSED SESSION** - None

6. ADJOURNMENT

Next regular board meeting is scheduled for September 8, 2022.