



REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – August 9, 2018

Butte County Association of Governments, Board Room
326E Huss Lane, Chico

PURPOSE: The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

STRATEGIC OBJECTIVES: 1.) Establish EBC as recognized leader driving county tourism efforts to achieve 100% jurisdictional buy-in by 2020; 2.) Establish EBC as authority in tourism by developing and deploying creative assets that promote Butte County as preferred travel destination; 3.) Solidify the administrative function of EBC.

1. Call to Order and Roll Call – 12:00 p.m. in the BCAG Board Room, 326E Huss Lane, Chico

2. **CONSENT AGENDA**

2.1. Approval of Board Meeting Minutes of June 14, 2018

2.2. Approval of June Financial Reports and July Financial Reports

3. **PUBLIC COMMENT**

The public is invited to address the Board regarding any non-agendized items at this time. Time is limited to 3 minutes per speaker. The Board may not take any action on public comment.

4. **SPECIAL AGENDA ITEM**

4.1 RECOGNITION OF JENNIFER MACARTHY FOR HER DEDICATION TO BUILDING AND GUIDING EXPLORE BUTTE COUNTY

5. **REGULAR AGENDA**

5.1 CONSIDERATION OF BOARD SUPPORT FOR THE RETURN OF COMMERCIAL AIR SERVICE TO CHICO MUNICIPAL AIRPORT

Chico Municipal Airport Manager, Sherry Miller, has asked for a letter of support from the Explore Butte County Board of Directors related to their efforts to return commercial air service to the airport.

Recommendation: *Authorization for the President of the Board to issue a letter of support on behalf of EBC for the return of commercial air service to Chico Municipal Airport.*

5.2 CONSIDERATION OF BOARD SUPPORT FOR THE BUTTE REGIONAL TRANSIT PROJECTS

Butte County Association of Governments (BCAG) is in the process of developing a grant application under the FTA Section 5339 Buses and Bus Facilities Infrastructure Investment Program. The grant application will assist BCAG with capital funding for construction of a New Paradise Transit Center, Electrical Vehicles, and Charging Infrastructure for business and public use.

Recommendation: *Authorization for the President of the Board to issue a letter of support on behalf of EBC for BCAG's grant request for assistance with capital funding for construction of a new Paradise Transit Center, Electrical Vehicles, and Charging Infrastructure for business and public use.*

5.3 CONSIDERATION OF ZONE MARKETING POLICY AND PROCEDURE CHANGES

It was determined by the Board that the zone marketing grant process developed and deployed at the beginning of 2018 did not fulfill the intention of the zone marketing grant designation. The Board directed the Zone Marketing Committee to reconvene to discuss and provide recommendations for updating the process and policies.

Recommendation: *Zone Marketing Committee recommends the following actions:*

- *Designate the Zone Marketing Committee as an Ad Hoc policy and procedure committee;*
- *Provide direction on proposed policy and procedure changes to the zone marketing grant program based on the attached committee report;*
- *Consider authorizing the Executive Director the approval authority to issue zone marketing grants up to \$5,000, provided the application meets Board approved criteria. All grant requests for an amount greater than \$5,000 that meet the established criteria will be presented to the Board for approval at a regular meeting.*

5.4 CONSIDERATION OF TRADE ORGANIZATION MEMBERSHIP

To stay current on both legislation and destination marketing organization (DMO) best practices, research has been done on multiple destination marketing trade organizations. The Executive Director would gain important insight about DMO trends and legislation by participating in one or more trade organizations. The 2018 budget has a \$4,000 budget item allocated to "Marketing Dues and Memberships" that this item could be funded by.

Recommendation: *Board grants approval for Executive Director to join Destination Marketing Association of the West (DMA West) for an annual*

membership fee of \$770, to be paid from "Marketing Dues & Memberships" line item in 2018 budget.

5.5 CONSIDERATION TO GRANT EXECUTIVE DIRECTOR BOARD DESIGNATED AUTHORITY AS CHECK SIGNER

Currently the Board President, Vice President and Secretary are signers on the EBC bank account. Article XI, Section 2 of EBC Bylaws directs "Funds". To facilitate business, Executive Director to be added to bank account as a signer in order to operate business as directed by Board.

Recommendation: *To grant Explore Butte County Executive Director the authority, as Explore Butte County Board of Director's agent, to be named a signer on the EBC bank account(s).*

5.6 CONSIDERATION OF EXPLORE BUTTE COUNTY COMMITTEES: TYPES AND MEMBERS

Per Brown Act training at the June Board meeting there has been much discussion about EBC's current committees including what type of committees they are and how they operate. The current Board-discussed committees are: Marketing Committee, Bylaw Review Committee (ad-hoc), Nominations Committee (ad-hoc), Zone Marketing Committee, Finance Committee, Staffing Committee. There is no process in place that invites new Board members or Advisors to join committees. Details of types of committees, current committees and current committee members is available in attached report. The Board of Directors is being asked to make a determination regarding which committees it wants to continue and at what level: ad-hoc, standing or advisory.

Recommendation: *Appoint an ad-hoc committee to review each committee, its tasks and authorities and bring forth a recommendation to the Board about designation of each committee and its authority. The ad-hoc committee should also create procedure for admitting new committee members, to include directors and advisors.*

5.7 CONSIDERATION OF ADOPTING BYLAW REVISIONS REGARDING 1) FILLING VACATED BOARD OF DIRECTOR SEATS, AND 2) DUTIES OF ADVISORY BOARD MEMBERS

The current bylaws are vague regarding how to fill a Board vacancy mid-term. The Bylaw Review Committee met June 4, 2018 to develop recommendations and discussion for the June 14 board meeting. During the June 14 board meeting the Board offered discussion and direction on how they would like to fill vacancies. Bylaw changes were drafted and posted Tuesday, July 31.

Recommendation: *The Board of Directors adopts the bylaw revisions as written for both 1) filling vacated Board of Director seats and 2) additional responsibilities of Advisors.*

5.8 CONSIDERATION OF BOARD AUTHORIZATION TO HIRE ADDITIONAL PERMANENT FULL-TIME STAFF MEMBER

As Explore Butte County's operations are growing there is a need for an additional staff person to take on marketing duties, including communications, content management on the website, social media and coordinator of the Certified Tourism Ambassador program. By hiring a staff person the expense of contract services can be reduced, and in some cases removed altogether. In addition, minimal administrative tasks would be included in the job description which would allow executive director to focus on out-of-office priorities.

Recommendation: *The Board authorizes Executive Director to recruit and hire a full-time Marketing Communications Coordinator within the next 3 months. The expense to be allocated 85% to marketing and 15% to administration with a maximum annual salary not to exceed \$42,000.*

6. REPORTS AND COMMUNICATIONS

6.1. **Executive Director Report** *Carolyn Denero*

6.2 **Update on Strategic Objective Tasks** *Nicole Johansson, Bruce Spangler, Carolyn Denero*

6.3 **Certified Tourism Ambassador Program Update** *Dori Franklin*

6.4 **Marketing Committee Update** *Bruce Spangler*

7. ADJOURNMENT

Next regularly scheduled board meeting: September 13, 2018.