



2022 BOARD OF DIRECTORS

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& Suites, Oroville

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ADVISORY BOARD

Dani Aalfs, Lake Oroville Marinas

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and Park District

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Woody Culleton, Paradise Performing
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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

September 8, 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

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 30, 2022

2.2 Approval of June and July 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 REVIEW OF FINANCIALS YEAR TO DATE AND COMPARISON TO PRIOR YEAR

During the leadership transition, CEO Denero wants to ensure that the BOD understands the historic tracking and TBID collections year-to-date. This will include information about the reserve account and how we've spent against them year-to-date.

Recommendation: *No recommendation, reporting purposes only.*

4.2 RECRUITMENT COMMITTEE UPDATE AND DISCUSSION FOR RECOMMENDATION OF FINAL COMPENSATION PACKAGE FOR NEW EXECUTIVE DIRECTOR

Full schedule of deliverables from SearchWide Global included in board packet. As of August 30, there are 5 solid candidates from a variety of backgrounds who may be put forward for consideration. The Recruitment Committee has met a variety of times to develop a compensation range for the board to review and approve. Compensation for the Executive Director position includes salary, health benefits, paid time off, cell phone stipend, and relocation amount. The committee agrees on the salary range, benefits, and cell phone stipend but would like input from the full board. Items can be found in the board packet for discussion and full recommendation.

Recommendation: *To discuss and come to an agreement on the compensation range for the new Executive Director so the Recruitment Committee can enter into an agreement without having a special meeting.*

4.3 CONSIDERATION OF JOHN PEARSON'S CONTRACT EXTENTION FOR PROJECT WORK FUNDED BY ARPA FUNDS AND CHICO ZONE MARKETING THROUGH DECEMBER 31, 2023

During the June 30, 2022 board meeting, the board of directors asked Pearson to create a new scope of work for work to be done in 2023. Updated scope is attached for board review and discussion.

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.*

4.4 CHICO TOURISM COMMITTEE UPDATE AND RECOMMENDATION FOR ALLOCATING THIS YEAR'S BUDGET

The Chico Tourism Committee meets monthly to discuss projects that will specifically benefit Chico lodging. There are two projects the committee would like the Board to consider to be paid for with 2022 budget. The first is to allocate \$10,000 to a print piece that could be distributed to northern California and support local events in the area. The second is to set aside \$10,000 from this year's budget to be used to prepare a Chico-specific lodging initiative for the Wildflower Century Ride in 2023. This would allow a long-lead to create a package that would drive overnight stays to lodging instead of camping.

Recommendation: *To approve Chico Tourism Committee's recommendation and allocate a total of \$20,000 to the projects described above.*

4.5 OROVILLE TOURISM COMMITTEE UPDATE AND RECOMMENDATION FOR ALLOCATING THIS YEAR'S BUDGET

The Oroville Tourism Committee meets monthly to discuss projects that will specifically benefit Oroville lodging. The committee would like the Board to consider a \$6,000 allocation to update the Downtown Oroville website for Search Engine Optimization and to invest in photography assets that can be used to promote Downtown Oroville.

Recommendation: *To approve Oroville Tourism Committee's recommendation and allocate a total of \$6,000 to the project described above.*

4.6 RECOMMENDATION FOR PROCEEDING WITH MARKETING COMMITTEE THROUGH THE END OF 2022

During the transition of finding the next ED for the organization, there is not enough capacity to continue marketing committee meetings monthly. The committee is made up of more than half the board and advisors and for one hour a month the committee reviews current campaigns and trending topics in marketing. It feels that the information reported at the committee meetings would be better served if shared with the full board and advisory board. Additionally, the committee needs to be a much smaller number of people who meet to work on projects and make recommendations to the board for items that are not already

decided by the board. Lastly, EBC staff create the agendas, call the meetings and take notes, so at this point there doesn't seem to be the need to have a Chair of the committee.

Recommendation: *To create an ad hoc marketing committee that is called to meet at the need of EBC staff to discuss and decide on marketing items that are outside the scope of already-approved marketing programming for the year. The committee will be no more than 5 directors and advisors, and there will be no Chair. This committee will operate like this until the new Executive Director can determine the new direction.*

4.7 CONSIDERATION OF CONVENING THE NOMINATING COMMITTEE AND THE FINANCE COMMITTEE

With leadership transition happening soon, the Nominating and Finance Committees should convene to fully understand the processes and start work while Denero is still available. Ideally a draft 2023 budget would be available for the November board meeting and the recruitment process for next year's slate of directors and advisors will begin at the end of October.

Recommendation: *To convene the ad hoc committees as mentioned and begin work prior to a new Executive Director being onboarded.*

5. **COMMUNICATIONS AND REPORTS**

5.1 ARPA PROJECT UPDATES

5.2 CEO REPORT

6. **CLOSED SESSION** - None

7. **ADJOURNMENT**

Next regular board meeting is scheduled for November 10, 2022.