



EXPLORE BUTTE COUNTY BOARD OF DIRECTOR MEETING

2023 BOARD OF DIRECTORS

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

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Chapelle de L'Artiste Château &
Retreat, Paradise

Jennifer Owens
CSU Chico University Farm

ADVISORY BOARD

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Patricia Macias, Museum of
Northern California Art (monca)
Debbie Moseley, Paradise
Chocolate Fest
Marci Shadd, The Colonia Building

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

JANUARY 11, 2024
Time: 12:00 PM - 2:00 PM

EXPLORE BUTTE COUNTY
326 Huss Dr., Building E - Board Room, Chico, CA 95928

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

2. CONSENT ITEMS

2.1. [APPROVE MINUTES FROM NOVEMBER 9, 2023 MEETING](#)

2.2. APPROVE SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER 2023 FINANCIAL REPORTS - [September 2023 Reports](#) - [October 2023 Reports](#) - [November 2023 Reports](#) - [December 2023 Reports](#)

2.3. [2022 AUDIT REPORT](#)

2.4. [EXECUTIVE DIRECTOR PERFORMANCE REVIEW](#)

2.5. [2024 STAFF GOALS](#)

3. ACTION ITEMS

3.1. [BUDGET REALLOCATION](#)

Reallocate funds from Reserved - Wayfinding and Reserved - Film Commission to Zone Micro-Funding. Reallocate funds from Reserved - Mobile Visitors Center and Reserved - Rebranding Project to unrestricted funding.

Recommendation: Approve the reversal of restricted zone micro-marketing funding allocated to Wayfinding and Film Commission reserve accounts collectively totaling \$136,408.52. Allocate \$136,408.52 proportionally to restricted jurisdiction zone micro-funding accounts based on 2016 - 2020 averages.

Recommendation: Approve the redistribution of restricted funds in the Mobile Visitors Center, equal to \$11,552.59, and the Rebranding Project, equal to \$52,660.00, to unrestricted general funds.

3.2. [2024 ANNUAL BUDGET](#) - V2

Approval of the 2024 Annual Budget.

Recommendation: Approve the 2024 Budget

3.3. 2024 PROPOSALS WITH PEARSON COLLABORATIVE PROJECTS
(Nichole Farley)

Three proposals for ongoing project management of the ARPA Wayfinding Project, Travel Chico Guide management, and general project management with a focus on the Strategic Plan and Leadership Development. The contracts are hourly, not to exceed \$12,000 for ARPA Wayfinding, \$6,000 for Travel Chico, and \$6,000 for Strategic Planning & Leadership

[PCP EBC Proposals](#)

Recommendations: To approve the proposals for Pearson Collaborative Projects for ongoing project management of the ARPA Wayfinding Project, Travel Chico Guide management, and general project management with a focus on the Strategic Plan and Leadership Development.

4. STAFF REPORTS

4.1. STRATEGIC PLAN UPDATE (Nichole Farley)

Update on [Strategic Plan](#), [ARPA Wayfinding Project](#), and Ripe Booking platform

5. PUBLIC COMMENT

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.

6. CLOSED SESSION: NONE

7. ADJOURNMENT