



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
Audrey Taylor, Downtown Chico Business
Association

EXPLORE BUTTE COUNTY BOARD MEETING

January 12, 2023
Time: 10:00 am – 12:00 pm

326 Huss Drive
Chico, CA 95928
Board Room
OR
Via Zoom Link – NO VIDEO

MINUTES

1. Call to order and roll call - Meeting called to order by President Spangler at 10:09 am. Introductions.

Present - Directors Spangler, *Johansson, Leonard, *Limon, Saddique. Advisors: Duran, Moseley, Nevers, Pearson, Schuster.

Absent - Directors Billah, Wilson, Sellu. Advisors: Aalfs, Anton, Boesen, Culleton, Jorgensen, **Daley, Maxey, Shadd, Simmons, Taylor.

Guests - Shelly James, Lori Porter, Jordan Daley

Staff - Farley, Salas, Baer

*Left Early

** Jordan Daley represented the City of Chico

In order to have a quorum for action items agenda items were rearranged and discussed in the following order: 3, 4, 2, 5, 6, 7.

2. CONSENT AGENDA

2.1 Approval of Board Meeting Minutes from November 10, 2022

2.2 Approval of November and December financials

A motion was made by Director Johansson and seconded by Director Leonard to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Johansson, Leonard, Limon, Saddique

NOES: None

ABSTENTIONS: None

3. PUBLIC COMMENT

Melissa Schuster reported that Hope Plaza in Paradise needs funds, and the project is in motion. Nickel Johanson reported that the Sierra Oro Farm Trail is part of a grant and that Tuesday February 28th they will have an agro tourism day at Lundberg Farms 10am-4pm. Katie Simmons reported (presented by Ashley Baer) that Butte County future projects

involve looking for small and large conference spaces and looking at outdoor festival event permits.

4. REGULAR AGENDA

4.1 INTRODUCTION OF NEW EXECUTIVE DIRECTOR, NICHOLE FARLEY

The Recruitment Committee made a hiring decision and Nichole Farley is the new Executive Director for Explore Butte County.

Update given by Nichole Farley. No action required.

4.2 REVIEW OF 2023 BUDGET (Jasmin Wilson)

Review of proposed 2023 Budget.

Update given by Director Spangler. No action required.

4.3 CHICO TOURISM COMMITTEE UPDATE (John Pearson)

General update on activity of the Chico Tourism Committee.

Update given by Director Pearson. No action required.

4.4 OROVILLE TOURISM COMMITTEE UPDATE (Amber Miland)

General update on activity of the Oroville Tourism Committee.

Update given by Director Spangler. No action required.

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 & EVENTS UPDATE (Ashley Baer & Alicia Salas)

2022 Year in Review of marketing activities and an update on first quarter 2023 campaigns and events.

5.3 NOMINATING COMMITTEE (Bruce Spangler)

Nominating committee update on outreach for the 2023 Board and Committee appointments. Appointments will be confirmed at the annual business meeting.

5.4 ANNUAL BUSINESS MEETING (Bruce Spangler)

The annual business meeting will take place on March 09, 2023 at 12 pm.

Update was given. No action required.

6. CLOSED SESSION - None

7. ADJOURNMENT

Meeting adjourned at 11:17 am