



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

March 09, 2023
Time: 12:00 pm – 2:00 pm

326 Huss Drive
Chico, CA 95928
Board Room

MINUTES

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

At 12:03 PM by Bruce Spangler

Attendance: Bruce Spangler, Nicole Johansson, Ashley Limon, Tamba Sellu

Absent: Jennifer Owens (Leonard), Haroon Saddique, and Mohammad Billah

Resigned: Jasmin Wilson

2. PUBLIC COMMENT

Ashley Baer – Provided information on Restaurant Week

Debbie Moseley – Chocolate Festival is on May 13, 2023.

Nicole Johansson – Sierra Oro Farm Trail in partnership with UC Extension Office hosted an Ag Tourism Field Day at Lundberg Farms on February 28. Turn out was great.

Melissa Schuster – Provided an update on all things Paradise.

Audrey Taylor – Provided an DCBA announcement.

Victoria Anton – Provided an Feather River Recreations and Parks District update.

2. CONSENT AGENDA (5 min)

3.1 Approval of [Board Meeting Minutes from January 12, 2023](#)

3.2 Approval of [January 2023 Financials](#)

3.3 Approval of [February 2023 Financials](#)

3.4 Approval of [annual photography contract renewal with Watershed Media](#)

3.5 Approval of [annual contract for research and data with Zartico](#)

3.6 Approval of [2023 Employee Handbook](#)

3.7 Approval of [Records Retention Policy](#)

Tamba Sellu made a motion to pass the consent calendar as presented. Nicole Johansson second the motion. All in Favor. No abstentions.

4. REGULAR AGENDA

4.1 2023 OPERATION BUDGET (Nichole Farley) (15 minutes)

[Presentation of proposed 2023 Budget.](#)

Recommendation: Approve the 2023 Explore Butte County budget and Chico Tourism Committee budget as presented, effective January 1, 2023.

Nicole Johansson made a motion to Approve the 2023 Explore Butte County budget as presented, effective January 1, 2023. Tamba Sellu second the motion. All in Favor. No abstentions.

4.2 2023 TBID ANNUAL REPORT (Nichole Farley) (10 minutes)

Consider the [2023 TBID Annual Report](#). The TBID annual report is a forward looking and required to be submitted to the County Clerk per Streets & Highways code 36600.

Recommendation: Approve the 2023 TBID Annual Report and submit to the Butte County Clerk.

Nicole Johansson made a motion to Approve the 2023 TBID Annual Report as presented and submit to the Butte County Clerk. Ashley Limon second the motion. All in Favor. No abstentions.

4.3 RESERVE & INVESTMENT POLICY (Nichole Farley) (10 minutes)

Consider a [Reserve & Investment Policy](#), which outlines operation funds, short-term reserve funds, and long-term reserve funds.

Recommendation: Adoption of the Reserve & Investment Policy.

Discussion: Nichole Farley - This policy is being presented so that EBC and the board can explore options for short- and long-term investments of our funding. We have significant reserves that are generating little to no interest in a period where HYSAs have interest rates in the 4%. Bruce – Agreed that we should be able to make our money work for us while we determine what we would like to spend it on.

Tamba Sellu made a motion to Adoption of the Reserve & Investment Policy as presented. Ashley Limon second the motion. All in Favor. No abstentions.

4.4 EMPLOYEE BONUS & INCENTIVE POLICY (Nichole Farley) (5 minutes)

Consider an [Employee Bonus & Incentive Pay Policy](#) which will outline how Explore Butte County may distribute bonuses to employees. This policy clarifies how we choose which employees to reward and how we calculate bonus amounts.

Recommendation: Adoption of the Employee Bonus & Incentive Pay Policy.

Discussion: Bruce – This policy is something that the board has been looking for a while and was glad to see it up for approval. Nicole – Asked if all staff, including the Executive Director, would follow this structure? The intent of the policy is that all staff, included the executive director/ceo would follow this policy.

Nicole Johansson made a motion to Adoption of the Employee Bonus & Incentive Pay Policy as presented. Bruce second the motion. All in Favor. No abstentions.

4.5 2023 BOARD OF DIRECTORS & ADVISORS (Bruce Spangler) (10 minutes)

For consideration, the Nominating Committee presents a slate for [2023 - 2025 Board of Directors seats and 2023 Advisors](#) positions for election.

Recommendation: Approve the proposed slate for the 2023 Board of Directors and Advisors.

Discussion: Bruce – The nominating committee met a few times in the run up to the appointment of new board members. We still have seats available for Oroville and the County. Nicole – An effort was put into finding a diverse advisory committee well represented of the county.

Nicole Johansson made a motion to Approve the proposed slate for the 2023 Board of Directors and Advisors as presented, effective January 1, 2023. Tamba Sellu second the motion. All in Favor. No abstentions.

The newly appointed Board Members took their appointments, effective immediately, to participate in the rest of the meeting.

4.6 OFFICER APPOINTMENTS (Bruce Spangler) (10 minutes)

The President and Vice President shall be elected for a term of one (1) year or until their successors are elected and qualified. The Secretary and Treasurer shall be elected for a term of two (2) years or until their successors are elected and qualified.

Recommendation: Appointment of President and Treasurer.

Discussion: Tamba did comment that his board of director seat only has one year left and the treasure position is a two-year term.

Melissa Schuster made a motion to Appointment of President and Treasurer as presented. Kate Pinsonneault second the motion. All in Favor. No abstentions.

4.7 EXECUTIVE COMMITTEE CREATION & APPOINTMENT (Bruce Spangler) (10 minutes)

Consideration of a [resolution to create an Executive Committee](#) of the Board. It is proposed that an Executive Committee be made up of no more than three Board of Directors, two members shall be the President and Treasurer. All members shall be lodging businesses paying into the Butte County Tourism Business Improvement District.

Recommendation: Adoption of the Executive Committee Resolution. Appointment of Executive Committee members.

Discussion: Nichole Farley - The executive committee will help the executive director navigate decision that need to be addressed between board meetings. The board will ratify any decisions of the executive committee. The executive committee will also oversee the Reserve & Investment Policy adopted earlier in the meeting.

Nicole Johansson made a motion to Adoption of the Executive Committee Resolution. Appointment of Executive Committee members as presented. Kate Pinsonneault second the motion. All in Favor. No abstentions.

5. COMMUNICATIONS AND REPORTS

Committee Reports shall be limited to five (5) minutes unless otherwise noted on the agenda.

5.1 CHICO TOURISM COMMITTEE (John Pearson)

- Chico Tourism Committee budget recommended for approval in Agenda 4.1 2023 OPERATION BUDGET.

- Upcoming Chico event sponsorship and committee activity update.

Tamba Sellu made a motion to adopt the Chico Tourism Committee budget in item 4.1 2023 OPERATION BUDGET. Melissa Schuster second the motion. All in Favor. No abstentions.

5.2 OROVILLE TOURISM COMMITTEE (Amber Miland)

- Upcoming Oroville event sponsorship and committee activity update.

- Proposed budget for the Oroville Tourism Committee will be presented for approval at the May Board Meeting. Budget may be approved by the Executive Committee if funds need dispersed before the May Board Meeting.

Nicole Johansson made the motion to approve the Oroville Tourism Committee event sponsorship list, with the proposed budget to come

back to the board in May for final approval. Kate Pinsonneault second the motion. All in Favor. No abstentions.

5.3 ARPA PROJECT UPDATES (John Pearson)

- Travel Chico
- Wayfinding Signage Master Plan

5.4 MARKETING & EVENTS UPDATE (Ashley Baer) (10 minutes)

- [Fall Marketing Campaigns](#)
- [2022 Social Media Annual Report](#)

Discussion: Ashley Baer updated the Board on marketing efforts, including the use of influencer. The board is favorable of using influencers within our budget. Kate would like to see influencers partnership with DCBA.

Tamba discussed stronger hotel partnerships for marketing and influencers.

Nichole Farley discussed influencers vs content creators and working with our budget.

Discussion was made to consider bringing back the Marketing Committee. Staff will evaluate what that would look like for consideration at the May meeting.

5.5 BOARD RETREAT & STRATEGIC PLANNING SESSION (Nichole Farley) (5 minutes)

We will be having a special meeting on Thursday, April 13 in Gridley at The Colonia Building. This special meeting will be a board retreat, including a strategic planning session with Matthew Landkramer of Whereabout. Please take the following [Explore Butte County Strategic Planning Survey](https://www.surveymonkey.com/r/ExploreButteStrategy) (<https://www.surveymonkey.com/r/ExploreButteStrategy>) in by March 15, 2023.

6. CLOSED SESSION - None

7. ADJOURNMENT

At 02:11 PM by Bruce Spangler

A special meeting is scheduled for April 13, 2023 from 9 am - 4 pm.

Next regular board meeting is scheduled for May 11, 2023 at 12 pm.

This is the annual business meeting.



EXPLORE BUTTE COUNTY

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(530) 918-4585 | [ExploreButteCounty.com](https://www.explorebuttecounty.com)

[Explore Butte County Bylaws](#)

[Butte County TBID Management District Plan 2020-2030](#)