



2023 BOARD OF DIRECTORS

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

Nicole Johansson, Secretary
Sierra Oro Farm Trail

Tamba Sellu, Treasurer
Courtyard by Marriott, Chico

Ashley Limon
Oxford Suites, Chico

Kate Pinsonneault
Hotel Diamond, Chico

Melissa Schuster
Chapelle de L'Artiste Château &
Retreat, Paradise

Jennifer Owens
CSU Chico University Farm

ADVISORY BOARD

Victoria Anton, Feather River
Recreation and Park District
Ev Duran, UTB Studios
Patricia Macias, Museum of
Northern California Art (monca)
Debbie Moseley, Paradise
Chocolate Fest
Todd Sankman, CHA, CHDT,
DoubleTree by Hilton
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
Dawn Nevers, City of Oroville
Collette Curtis, Town of Paradise

EXPLORE BUTTE COUNTY

BOARD MEETING

May 11, 2023
Time: 12:00 pm – 2:00 pm

326 Huss Ln, Building E - Board Room, Chico, CA 95928

[Supporting Documents](#)

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 (By Bruce Spangler at 12:07 pm)

Reading of our Mission (by Ashley Limon), Vision (by Bruce Spangler), Values, and Brand Position

[Board Members Absent: Melissa Schuster and Jennifer Owens](#)

2. PUBLIC COMMENT (Bruce Spangler)

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.

[Dawn Nevers - City of Oroville is in the home stretch of the rebranding project and will be presenting the brand to City Council in June/July with a two year implementation plan.](#)

[Victoria Anton - Feather River Parks District will host the Wildflower in April. Fieste Days wrapped up with good attendance despite rain. just kicked off free friday concerts thru June 2.](#)

[Jennifer McCarthy - Update on downtown parking and the Passport App. City of Chico is working with the DCBA on Thursday Night Markets, Friday Night Concert that begins June 2.](#)

[Magan Gaddis - Chico Chamber is hosting networking events for business members. They are also sponsoring a First Wednesday of the month luncheon in the City Plaza.](#)

[Pat Macias - MONCA Bike Show is going on, in parallel with the Wildflower Century Reide event. Their next show is Collage.](#)

3. CONSENT AGENDA (5 min) (Bruce Spangler)

[Bruce Spangler, made a motion to pulled consent items 3.5 and 3.6 for discussion. Kate Pinsonneault second the motion. Nicole Johansson, Ashley Limon, and Tamba Sellu voted yes on the motion.](#)

[The Consent Agenda with items 3.1, 3.2, 3.3, 3.4 was motioned for approval by Nicole Johansson. The motion with second by Tamba Sellu. Bruce Spangler, Ashley Limon, Kate Pinsonneault vote yes to approve the motion.](#)

3.1. Approval of Board Meeting Minutes from March 08, 2023

3.2. Approval of Special Board Meeting Minutes from April 13, 2023

3.3. Approval of March 2023 Financials

3.4. Approval of April 2023 Financials

3.5. Approval of a contract for Artsopolis - Butte365 Project (PULLED FOR DISCUSSION)

Amount \$15,200 from Budget Code 02-6700

3.6. Approval of a contract with Jennifer Sweeney Communications for PR Services (PULLED FOR DISCUSSION)

Amount \$14,000 from Budget Code 01-6130

4. REGULAR AGENDA

4.1. Update on Strategic Planning Session (Nicole Johansson)

Brief review of the strategic planning session from April 13, 2023 and update on the next steps in the planning process.

Recommendations: No Action at the Point. Executive Committee will meet to finalize the strategic plan for board approval in July.

[Nicole Johansson provided an update on our strategic session from April. The next step will be for the executive committee to meet with Matthew to finalize the plan for board approval at the July meeting.](#)

4.2. Discussion of Contract for a full Financial Audit (Tamba Sellu)

Discuss EBC hiring an outside audit firm to conduct a 2022 fiscal year audit and audit of financial policies and best practices.

Recommendation: Approve the contract from CLA. Allocate \$13,000 from Reserves to cover this expense, as it was not initially budgeted for in the adopted 2023 operational budget.

[Tamba Sellu presented a contract with CLA for an audit of 2022. This was asked for by Nichole Farley, Executive Director, to help protect the organization and ensure we are following proper and best practices in financial management.](#)

[The contract presented is for three annual audits for 2022, 2023, and 2024. Nichole Farley will work with CLA, Holly, and Tamba to make this process easy.](#)

Nicole Johansson asked were CLA was based. They are based in Sacramento.

4.3. Creation and Appointment of a Marketing Committee (Nicole Johansson)

Discuss the goals and objectives of a marketing committee and the makeup of the marketing committee, which shall be included in the resolution.

Recommendation: Adopt the Resolution to Create a Marketing Committee and appoint committee members as presented for discussion.

Nicole Johansson expressed excitement to bring the Marketing Committee back. The Resolution to create the marketing committee with key deliverable dates was read out loud along with the proposed marketing committee members.

The Marketing Committee will be subject to CA Brown Act. The Marketing Committee will be ad-hoc and limited to the scope in the resolution being adopted to create the committee.

Nicole Johansson made the motion to adopt the resolution to create a marketing committee and appoint Nicole Johansson, Board Member, Marketing Committee Chair; Ashley Limon, Board Member; Kate Pinsonneault, Board Member; Ev Duran, Advisory Member; Jennifer Macarthy, Advisory Member; Monica Nolan, Advisory Member to the committee.

Tamba Sellu seconded the motion. Bruce Spangler, Ashley Limon, and Kate Pinsonneault voted yes to approve the motion.

Consent Items Pulled for Discussion

Approval of a contract for Artsopolis - Butte365 Project

Amount \$15,200 from Budget Code 02-6700

Nichole Farley, Executive Director, introduced the Butte365 Project. The proposal for \$15,200 includes an advertising component to allow the program to be self-supporting after initial build out.

Questions and discussion followed with the interaction of Butte365 and the EBC calendar. Butte365 would not have an initial social component but could be created if desires later. The calendar does have the ability to be syndicated to the chambers and downtown business associations with events narrowed to those organizations foot print.

The intent of Butte365 would be for a single "source of truth" or central place where event promoters can upload events for visitors and community members. This would only focus on hospitality focused events not events with a B2B focus.

Public Comment:

Shelly James - This has the ability to be a central place of truth and easier place to add events. While not all organizations will rise to the open source platform or syndicate of the calendar.

John Peason - A Single source of information is what the arts community wants.

Jennifer McCarthy - Excited to see this concept begin explored because it has potential to make peoples jobs easier. City of Chico is supportive and will discuss further with the Chico Chamber of Commerce.

Megan Gaddis - The Chico Chamber has a business to business calendar that they strive to be a member benefit and would like to continue discussion to see how this would impact that members calendar.

Ashley - In EBC marketing efforts, yes, Butte365 would be an added benefit as more people want us to promote but not always EBC visitor focused. We curate our events on the EBC page very closely and Butte365 would help her curate more events but also give voice to event not elevated on the EBC website.

Board Discussion:

Bruce Spangler - Concerned about creating a second brand for the calendar and that the calendar might "trump" the EBC website for events. Would like to see buy in from the jurisdictions. We will also need to explore website KPIs.

Nicole Johansson - How does this evolve/compete with our EBC website. Is not ready to approve with the amount of discussion and questions being asked.

Tamba Sellu - Wants to make sure it will integrate with our EBC website.

Kate Pinsonneault - Agreed with the questions being addressed on integration with the EBC website.

Ashley Limon - Sees the value but will go with the consensus of the board to postpone a vote to approve.

Bruce Spangler made a motion to bring the Artopolis contract back to the board in July 2023. Nicole Johansson second the motion. Tamba Sellu, Ashley Limon, and Kate Pinsonneault voted yes for the motion.

Approval of a contract with Jennifer Sweeney Communications for PR Services

Amount \$14,000 from Budget Code 01-6130

Nichole Farley, Executive Director, provided an introduction of Jennifer Sweeney and her experience with Visit California and other destination management organizations as a public relations consultant. The objective with a PR consultant is to help but EBC in front of media, host PR lunches, and media FAM tours with target media and journalists.

Nicole Johansson made the motion to approve the contract with Jennifer Sweeney Communications. Tamba Sellu made a second to the motion. Bruce Spangler, Ashley Limon, Kate Pinsonneault vote yes to approve the motion.

5. COMMUNICATIONS AND REPORTS

5.1. First Quarter Marketing & Social Update (Ashley Baer)

Presentation of marketing and social efforts from the first quarter of 2023.

- 5.2. Summer Marketing Campaign Update (Shelly James, PorterCo)
Presentation of Marketing Campaign for May - September.
[Shelly James showed mock ups of summer campaign.](#)
- 5.3. Wayfinding ARPA Presentation (John Pearson)
Status update for the Countywide Wayfinding Master Plan project - including deliverables to date and financial overview.
[Milestone 1 is 100% complete; milestone 2 is 50% complete. Meeting with the jurisdiction on feedback and how to move the project forward in their offices through the proper channels..](#)
- 5.4. Travel Chico ARPA Presentation (John Pearson)
Status update for the Travel Chico project - including deliverables to date and financial overview of the project.
[About 75% of the website complete. \\$135K of the \\$250K Travel Chico projects has been expensed.](#)
- 5.5. Executive Director Report (Nichole Farley)
Update on strategic planning efforts, attendance at various industry events, what I am learning that I plan to incorporate into EBC, and what is next for summer/fall.
[Has hired a community relations coordinator who will be starting in June. Will begin the process of having Explore Butte County adopt policies and procedures to receive the Destination Management Accrediation Program \(DMAP\) from Destinations International.](#)
6. CLOSED SESSION - None
7. ADJOURNMENT (By Bruce Spangler at 2:07 pm)
Next regular board meeting is scheduled for July 13, 2023 at 12 pm.