



**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**

September 8, 2022  
Time: 12:00 – 2:00 pm

326 Huss Drive  
Chico, CA 95928  
Board Room  
OR

Via Zoom Link – NO VIDEO

**MINUTES**

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1. Call to order and roll call – hybrid meeting, virtual votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:05 pm. Introductions.

Present – Directors Spangler, Billah\*, Wilson, Johansson, Leonard, Limon, Saddique, Sellu. Advisors: Anton, Conley, Duran, Macarthy, Moseley, Pearson, Simmons, Taylor.

Absent - Advisors: Aalfs, Culleton, Jorgensen, Nevers, Sanders, Schuster, R. Simmons.

Guests – Shelly James, Pat Macias, Tami Travis, Lori PorterCo, Sandy Gonzales.

Staff – Denero, Salas, Baer.

\*Late Arrival – Director Billah

2. **CONSENT AGENDA**

2.1 Approval of Special Board Meeting Minutes from June 30, 2022

2.2 Approval of June and July Financials

A motion was made by Director Sellu and seconded by Director Limon to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

3. **PUBLIC COMMENT**

Guest Pat Macias announced monca's new exhibit, Tales of the Tattoo. Advisor Macarthy announced Celebrating 150 Years of Chico will have its final event on September 24<sup>th</sup> at Meriam Park, and they have partnered with Sierra Nevada to have their own beer that will be poured at the tap room. Advisor Taylor announced the return of the Chico Ice Rink, as well as the Chico Art & Wine walk on October 7<sup>th</sup>. Director Johansson announced that passes are live for the Sierra Oro Farm Trail. Advisor Moseley announced that Johnny Appleseed Days is happening October 1 & 2. Advisor Anton announced that Oroville's fall concert in the park series has begun, every Saturday until October 22<sup>th</sup>, and they've partnered with the Forebay Aquatic Center to offer guided hikes and salmon tours. She also announced Salmon Festival in Oroville will be taking place September 24<sup>th</sup>.

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.

Update given by Carolyn Denero. No action required.

**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.

A motion was made by Director Spangler and seconded by Director Leonard to approve the following compensations for the new Executive Director: a cap of 120k for salary, a cap of 4 weeks PTO, a bonus cap of 5%, and a relocation budget cap of 4k, and cell phone reimbursement. The recruitment Committee does not have to have a special meeting.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

#### **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.

A motion was made by Director Sellu and seconded by Director Johansson 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.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

#### **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.

A motion was made by Director Limon and seconded by Director Leonard to approve Chico Tourism Committee's recommendation and allocate a total of \$20,000 to the projects described above.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

#### **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.

A motion was made by Director Sellu and seconded by Director Billah to approve Oroville Tourism Committee's recommendation and allocate a total of \$6,000 to the project described above.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

#### **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.

A motion was made by Director Johansson and seconded by Director Spangler to approve creating 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(Director Leonard, Director Johansson, Director Limon, Advisor Moseley, Advisor Conley). This committee will operate like this until the new Executive Director can determine the new direction.

The motion carried by the following vote:

AYES: Spangler, Billah, Wilson, Johansson, Leonard, Limon, Saddique, Sellu.

NOES: None

ABSTENTIONS: None

#### **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.

A motion was made by Director Spangler and seconded by Director Leonard 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**

Update was given. No action required.

6. **CLOSED SESSION** - None

7. **ADJOURNMENT**

Meeting was adjourned at 2:05 pm

Minutes respectfully submitted by Alicia Salas