



EXPLORE BUTTE COUNTY  
CHICO ZONE MICRO-MARKETING COMMITTEE

JANUARY 4, 2024  
Time: 11:30 AM - 12:30 PM

Chico Area Recreation District Office  
545 Vallombrosa Ave, Chico, CA 95926

2023 BOARD OF DIRECTORS

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

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CSU Chico University Farm

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Debbie Moseley, Paradise  
Chocolate Fest  
Marci Shadd, The Colonia Building

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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

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. WAYFINDING DESTINATION LIST WORKSHOP

Review the proposed base location of destinations for the Butte County Wayfinding project.

PRESENTATION

3. 2024 CHICO ZONE MICRO-MARKETING BUDGET.

Proposed 2024 budget. Discussion of asset relocation and Zone Micro-Marketing roll over from previous years. Proposed plan for next three years.

NET ASSET ALLOCATION

PROPOSED BUDGET

4. 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.

5. ADJOURNMENT