



EXPLORE BUTTE COUNTY

EXECUTIVE COMMITTEE MEETING

August 2, 2023

Time: 9:00 AM - 10:30 AM

Residence Inn by Marriott Chico
2485 Carmichael Dr, Chico, Ca 95928

AGENDA

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

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 (Bruce Spangler)
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.

3. APPROVE MINUTES FROM MAY 2023 MEETING
4. EXECUTIVE DIRECTOR FEEDBACK

Discuss a formal annual review process/policy to present to the board for approval. Provide informal feedback to Nichole Farley, Executive Director, for her first six-months with Explore Butte County.

5. FINANCIAL UPDATE

Update on projected annual revenue for 2023 and 2024. Discuss use of reserves for 2023 and 2024. Get direction on investment of reserves for long term use.

6. BOARD NOMINATIONS AND BYLAW AMENDMENTS

Discussion of establishing an Ad Hoc Nominating Committee in September. Discussion of a bylaws amendment to allow for the County lodging representative seat to be filled. And the consideration of adding term limits for non-lodging board members.

7. CLOSED SESSION - None
8. ADJOURNMENT

Next executive committee meeting is TBD.