



## EXPLORE BUTTE COUNTY EXECUTIVE COMMITTEE MEETING

JANUARY 11, 2024

Time: 11:00 PM - 12:00 PM

EXPLORE BUTTE COUNTY

326 Huss Dr., Building E - Board Room, Chico, CA 95928

### 2023 BOARD OF DIRECTORS

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

Tamba Sellu, Treasurer  
Courtyard by Marriott, Chico

Kate Pinsonneault  
Hotel Diamond, Chico

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

Jennifer Owens  
CSU Chico University Farm

### ADVISORY BOARD

Ev Duran, UTB Studios  
Patricia Macias, Museum of  
Northern California Art (monca)  
Debbie Moseley, Paradise  
Chocolate Fest  
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  
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. ACTION ITEMS

2.1. [APPROVE MINUTES FROM DECEMBER 14, 2023 MEETING](#)

2.2. APPROVE DECEMBER 2023 FINANCIAL REPORTS

[December 2023 Reports](#)

2.3. [EXECUTIVE DIRECTOR PERFORMANCE REVIEW](#)

Confirm Cost of Living Adjustment of 3.5%

### 3. DISCUSSION ITEMS

3.1. [BUDGET REALLOCATION](#)

Reallocate funds from Reserved - Wayfinding and Reserved - Film Commission to Zone Micro-Funding. Reallocate funds from Reserved - Mobile Visitors Center and Reserved - Rebranding Project to unrestricted funding.

3.2. [2024 ANNUAL BUDGET](#)

2024 Annual Budget for Board consideration.

3.3. [2024 STAFF GOALS](#)

### 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. CLOSED SESSION: NONE

### 6. ADJOURNMENT



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December 14, 2023  
Time: 10:30 AM - 11:30 AM

Golden Valley Bank  
190 Cohasset Rd Suite 170, Chico, CA 95926

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### 1. CALL TO ORDER

10:35 am - Bruce Spangler and Melissa Schuster present. Tamba Sellu joined the meeting 10:45 am.

### 2. 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.

### 3. CONSENT ITEMS

#### 3.1. APPROVE MINUTES FROM OCTOBER 6, 2023 MEETING

*Motion: Melissa Schuster motioned to approve the minutes from the October 6, 2023 meeting.*

*Second Motion: Bruce Spangler*

*Abstain: Tamba Sellu*

*Vote: 2 - 0 - 1*

### 4. CFO BY DESIGN - INTRODUCTION

Introduction to Tracy Staats, CFO by Design. Tracy is our point of contact with CFO by Design and is helping EBC establish financial best practices and policies to protect the organization. This discussion is for Tracy to help establish board expectations of the financial reports.

Tracy introduced herself and explained how future monthly reports will look beginning in February. CFO by Design will begin managing our books in January 2024.

### 5. SEPTEMBER, OCTOBER, AND NOVEMBER 2023 FINANCIAL REPORTS

Address questions and concerns about the September, October, and November financial reports.

[September 2023 Reports](#) - [October 2023 Reports](#) - [November 2023 Reports](#)

*Recommendation: Approve September, October, and November 2023 financial reports for full board consideration at the January 2024 board meeting.*

*Motion: Melissa Schuster motioned to approve the financial reports from September, October, and November 2023 financial reports for full board consideration at the January 2024 board meeting. Financials shall be revisited if need per 2023 financial audit.*

*Second Motion: Tamba Sellu*

*Vote: 3 - 0 - 1*

6. DRAFT 2024 BUDGET

Introduction of a proposed 2024 budget.

*Feedback on the proposed 2024 budget included reduction of reserve spending. Move regular marketing operating budget items placed in reserves to the TBID program budget and fully allocate one-time spending and proposed programs to cut into reserve budget.*

7. CLOSED SESSION: EXECUTIVE DIRECTOR REVIEW (CONT.)

Continue the review of the Executive Director and discussion of the action plan for 2024.

8. ADJOURNMENT

## EXECUTIVE DIRECTOR REVIEW – 2023

Action Plan for Ms. Nichole Farley:

Objective: Improve collaboration, communication, budgeting, and job knowledge.

### Feedback

1. **Collaboration:** Schedule regular meetings/communication channels with the Board members to discuss important issues and decisions.
  - Regularly communicate with the Board to discuss organizational goals and strategies.
  - Encourage Board members to share their opinions and ideas during the meetings.
  - Work with the Board to develop a decision-making process that allows for collaboration and consensus.Timeline: January - Ongoing
2. **Communication:** Keep the Board informed of progress and challenges and seek feedback on important issues.
  - Schedule regular check-ins with the Board to share progress reports and updates.
  - Encourage Board members to reach out with their questions or concerns.Timeline: February - Ongoing
3. **Budgeting:** Focus on demonstrating positive ROI for hoteliers of programs and projects.
  - Develop a budgeting plan that emphasizes ROI for hoteliers and tracks the success of each program or project.
  - Use data analytics to measure the impact of each initiative and report on the results to the Board.
  - Work with the Board to identify areas where the organization can cut costs or increase revenue.Timeline: March - Ongoing
4. **Job Knowledge:** Deepen understanding of the nuances of the organization and the community it serves. (this should be part of your communication with the Board)
  - Attend community events and participate in local organizations.
  - Schedule regular meetings with community leaders to learn more about their needs and concerns.
  - Attend training and development sessions to improve knowledge and skills in areas of weakness.Timeline: Ongoing

### Goals

1. **Communication:**
  - Send monthly stakeholder updates to the Board on the status of ongoing projects.
  - Update Strategic Plan matrix bi-weekly
2. **Policy Development**

Approved:



- Apply for DMAP Certification in Fall 2023
  - Annual board education
  - Fiscal policy and procedures
- 3. Finance and Budget
  - Streamline accounting payable, accounts receivable, and online accounting process
  - Execution of better financial reports for the Board
  - Develop a co-op partnership program to offset Butte365 and Adventure Guide costs.

#### Salary Adjustment

Provide Nichole Farley, Executive Director, with a cost of living adjustment equal to 3.5% of 2023 salary.

#### Responsibility:

1. Ms. Nichole Farley will be responsible for implementing this action plan.
2. The Board of Directors will provide support and guidance as needed.

Approved:



## Board of Directors Staff Report Agenda Item: 3.1 Reallocation of Funds

**SUBJECT:** Reallocation of Reserve Account Funding

**SUMMARY:**

Reallocate funds from Reserved - Wayfinding and Reserved - Film Commission to Zone Micro-Funding.

Reallocate funds from Reserved - Mobile Visitors Center and Reserved - Rebranding Project to unrestricted funding.

**BACKGROUND:**

On November 12, 2020, the Board of Directors authorized unused Zone Micro-Funding towards Wayfinding and a Film Commission. The reallocation of these funds is not consistent with the 2016 - 2020 Butte County TBID Management District Plan. This action corrects this action and returns the funding back to the Zone Micro-Funding.

Additionally, there are restricted funds within a Mobile Visitors Center project and a Rebranding Project that should be reallocated to unrestricted funds. EBC has no plans to use the funds for there restricted purpose.

**BUDGET STATUS:**

3320 Reserved - Film Commission	\$68,204.26
3325 Reserved - Wayfinding Signage	\$68,204.26
3330 Reserved - Mobile Visitor Center	\$11,552.59
3335 Reserved - Rebranding Project	\$52,660.00

Reallocation of 3320 and 3325	
RESTRICTED ASSETS	
3305.1 - Butte County - MicroFunding	\$1,077.63
3305.2 - City of Chico - MicroFunding	\$99,755.55
3305.3 - City of Gridley - MicroFunding	
3305.4 - City of Oroville - MicroFunding	\$29,777.98
3305.5 - Town of Paradise - MicroFunding	\$5,811.00



## Board of Directors Staff Report Agenda Item: 3.2 Annual Budget

**SUBJECT:** 2024 Annual Budget

### **SUMMARY:**

Approval of the [2024 Annual Budget](#)

### **BACKGROUND:**

On November 09, 2023, the Board of Directors/Owners Association of the Butte County Tourism Business Improvement District ("BCTBID") adopted the 2024 Annual Report, pursuant to Streets and Highways Code section 36650, from December 1, 2023 through November 30, 2024. The 2024 Annual Report with the following budget allocations and reserve spending:

#### 2024 TBID Assessment Budget: \$840,000

Marketing Activities: \$655,980

Micro-Zone Marketing Funding: \$84,100

Administration: \$84,100

Collections: \$16,820

#### 2024 Explore Butte County Budget: \$1,255,000

TBID Assessment: \$840,000

Reserves: \$250,000

ARPA Funding: \$100,000

Marketing Contracts: \$40,000

Cooperative Programs: \$25,000

The annual report was submitted to the County as required in December 2023. Based on the 2024 Annual Report, the following Budget is being proposed for adoption with a modification to the projected 2024 TBID Assessment Budget to \$894,040 and a decrease in Reserve Funding to \$180,000.

### **NOTABLE BUDGET ALLOCATIONS**

#### **TBID Assessment Budget**

For the Annual Report, a very conservative assessment budget was adopted. Based on continued assessments collected in 2023 and a projected budget increase of 3%, the TBID Assessment Budget is being adjusted to \$894,040.

#### New 2024 TBID Assessment Budget Allocations: \$894,040

Marketing Activities (78%): \$697,351.20

Micro-Zone Marketing Funding (10%): \$89,400

Administration: \$89,400

Collections: \$17,880



Reserve Funding:

- One time expenses in 2024
  - 2024 - 2026 Adventure Guide (\$20,000)
  - Adventure Guide Printing (\$30,000)
  - Brand and Visitor Sentiment Study (\$20,000)
  - IPW by US Travel (\$25,000)
  - 2023 Audit (\$15,000)
- Program Expenses
  - Creative Services - Video and Photography (\$30,000)
  - Creative Services - Other (\$5,000)
  - Public Relations (\$24,000)
  - Public Relations Activities (\$5,000)
  - Project Management (\$6,000)





EXPLORE BUTTE COUNTY

P.O. Box 2154, Chico, CA 95927

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### 2024 STAFF GOALS

#### Nichole Farley, Executive Director

- Communication:
  - - Send monthly stakeholder updates to the Board on the status of ongoing projects.
  - - Update Strategic Plan matrix bi-weekly
- Policy Development
  - - Apply for DMAP Certification in Fall 2023
  - - Annual board education summit
  - - Fiscal policy and procedures
- Finance and Budget
  - - Streamline accounting payable, accounts receivable, and online accounting process
  - - Execution of better financial reports for the Board
  - - Develop a co-op partnership program to offset Butte365 and Adventure Guide costs.

#### Ashley Baer, Marketing Manager

##### WEBSITE

- Total Users
  - 265K
- Engaged Sessions
  - 310K
- Average Engagement Time:
  - 46 seconds
- Pageviews per User (average for the year):
  - 1.8 pages

##### SOCIAL MEDIA

- Follower Growth
  - Facebook: 16.75K followers
  - Instagram: 28K followers
  - TikTok: 19K followers
  - YouTube: 4K followers
- Aggregate Annual Impressions
  - 14.67M
  - Average of 1.22M monthly
- Aggregate Annual Engagements
  - 522K
  - Average of 43.5K monthly

#### Cameo Calderon, Community Relations Coordinator

- [PDM Certificate from Destinations International](#)

##### COMMUNITY ENGAGEMENT

- 120 hotel/lodging visits per year
- 15 in-market events per year



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COUNTY

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- 4 out-market events per year \*DEPENDS ON THE 2024 BUDGET

SOCIAL MEDIA

- 6 Social Media post/reel per month for the Mobile Visitors Center (van)
- Start Social Media for Butte365

BUTTE365

- 6 Presentations to community organizations on Butte365
- Audit organizations NOT signed up to use Butte365 - Get 70% to join.
- Create monthly flyers for Butte365 to leave at hotels