



## 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](#) - V2

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