



## 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

**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. **CONSENT ITEMS**

3.1. [APPROVE MINUTES FROM AUGUST 02, 2023 MEETING](#)

4. CFO by DESIGN

CFO by Design is an accounting firm that specializes in destination marketing organizations and tourism business improvement districts. They will help transition all of our accounting practices to an online formation with QuickBooks, Bills.com, and Divvy by Bills.com to eliminate duplication of our financial tracking. They will also prepare bi-monthly board reports in an easy to understand format. They will also help us develop the financial policies needed for our DMAP certification.

*Recommendation: To authorize the Executive Director to engage CFO by Design for our CPA services.*

5. BANK RELATIONSHIPS

Challenges with TriCounties Bank on the account management and access to banking documents.

*Recommendation: To move from TriCounties Bank to Golden Valley Bank. At Golden Valley Bank, open a Business Check, Business Savings, and Business Investment Account.*

#### 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

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

6. REVIEW OF BOARD OF DIRECTOR ROLES

Discussion of board of director roles, responsibilities, and code of conduct. Determine actions to assist in creating a positive work environment.

7. EXECUTIVE DIRECTOR REVIEW POLICY

Continue discussion of policy for the annual review process for the Executive Director. Provide direction to Executive Director to place the policy on the September 2023 Board of Directors agenda.

8. SINGLEPOINT OUTSOURCING

Contract with SinglePoint Outsourcing to handle all of our HR and Payroll needs. SimplePoint would also administer our health care benefits. On-boarding cost of \$3,500 plus \$500 per month.

*Recommendation: To authorize the Executive Director to engage SinglePoint Outsourcing for HR and Payroll services.*

9. FILM COMMISSION

EBC has \$68,000 set aside in a reserve account for a Film Commission. Discuss history of the proposed film commission idea, and options for utilizing those fund for tv and film incentives.

10. CLOSED SESSION - None

11. ADJOURNMENT

Next executive committee meeting is TBD.