

**Board of Directors**

Bruce Spangler, President (Oroville)  
Brooke Isenberg, Vice President (Chico)  
Analise Uhrig (Chico)  
Mohammad Billah, Treasurer (Chico)  
Kiran Paragji, (Oroville)  
Haroon Saddique (Paradise)  
Nicole Johansson, (At Large)  
John Pearson, (At Large)

**Advisory Board**

Victoria Anton, Oroville  
Melanie Bassett, Chico  
Evie Feldman, Paradise  
Chris Constantin, Chico  
Jennifer Leonard, Unincorporated  
Ben North, Oroville  
Melissa Schuster, Paradise  
Audrey Taylor, Unincorporated  
Heather Ugie, countywide

**EXPLORE BUTTE COUNTY REGULAR BOARD MEETING**

January 14, 2021  
Time: 12:00 p.m. – 2:00 p.m.

Join Zoom Meeting  
<https://us02web.zoom.us/j/87891036140>  
Dial in: 669-900-9128  
Meeting ID: 878 9103 6140

**AGENDA – DRAFT**

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**PURPOSE:** The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

1. Call to order and roll call – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of November 12, 2020

2.2 Approval of November and December 2020 financials

3. **PUBLIC COMMENT**

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to 3 minutes per speaker. The Board may not take any action on public comment.

4. **REGULAR AGENDA**

**4.1 CONSIDERATION OF THE 2021 DRAFT OPERATING BUDGET**

*Strategic Goal: Board Business*

The ad hoc budget committee met to discuss and finalize the 2021 operating budget. Full description of new line items and transition to Destination Marketing and Management Organization (DMMO) included in board packet. The budget includes a new line item of unspent revenue from prior years so we can spend down cash from prior years.

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**Recommendation:** *To approve the 2021 draft operation budget as presented, to be effective January 1, 2021.*

#### **4.2 MARKETING COMMITTEE UPDATE. CONSIDERATION OF MARKETING ACTIVITIES IN LINE WITH PROPOSED 2021 OPERATING BUDGET.**

The marketing committee met on December 16, 2020. Meeting agenda and minutes included in board packet. The committee reviewed and discussed all line items from the proposed 2021 budget to create a detailed plan for allocation to more specific activities. Those items will inform the annual marketing plan. The committee did agree on a \$60,000 allocation to a videography project, which would be administered by a third-party not already a vendor. Because of the amount of the item, board approval will be necessary.

Committee also discussed and determined the main points of interest to be used for collecting “big data”. There are still a few locations that need to be determined, but the decisions made will allow the contract and data collection to begin January 1, 2021.

**Recommendation:** *To approve the contract with Jason Weinrich for videography services for the 2021 calendar year, not to exceed \$60,000.*

#### **4.3 CONSIDERATION OF RECOMMENDATION BY MARKETING COMMITTEE TO PURCHASE AND DEPLOY A MOBILE VISITOR CENTER**

*Strategic Goal: Build Brand Awareness*

Explore Butte County does not operate a brick-and-mortar visitor center, instead we partner with the chambers of commerce who service visitors in their locations. With the duties of the Outreach Coordinator there is an opportunity to create a mobile visitor center. This would be an EBC-owned vehicle that can be wrapped and branded for all in-market deliveries but can also serve as such things as a “booth” during events, welcome center while parked at attractions, and even travel out of county to promote Butte. Staff researched other destinations, and this is a common asset deployed by many others.

**Recommendation:** *To purchase, outfit, and deploy a mobile visitor center. The project would be managed by the marketing committee with a total budget not to exceed \$150,000. This is not in the current operation budget and would be allocated from unrestricted net assets.*

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#### 4.4 CONSIDERATION OF BYLAW UPDATES TO INCLUDE NEWLY ADDED CITY OF GRIDLEY

*Strategic Goal: Strong Local Partnerships & Board Development*

Explore Butte County operates under a new Management District Plan (MDP) which was written and approved during the renewal of the district. The updated MDP was effective December 1, 2020. With the addition of the City of Gridley, language in the bylaws should be updated to be more inclusive for Gridley representation as they are currently excluded. Staff is proposing minor changes, as presented in board packet. This may also be an opportunity to create an ad hoc committee to review bylaws as the organization has shifted to a DMMO.

**Recommendation:** *Accept the updated bylaws as presented, to be more inclusive of Gridley.*

#### 4.5 AD HOC NOMINATIONS COMMITTEE REPORT

*Strategic Goals: Board Development*

Nomination information for both the board of directors and advisory board was developed and noticed in November of 2020. Notices have been sent to all members whose seats are set to expire in March of 2021. The committee will have a slate of recommendations to be presented to the board at the annual meeting in March of 2021.

**Recommendation:** *No action required, reporting purposes only.*

#### 4.6 STRATEGIC PLANNING DISCUSSION

*Strategic Goals: Board Development*

The full board participated in a strategic planning session in July of 2020 and goals were developed to help guide the organization. At this point, the board is being asked to revisit the plan and to assist moving it forward.

**Recommendation:** *Discussion.*

### 5. **REPORTS AND COMMUNICATIONS**

#### 5.1 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

#### 5.2 ITEMS FOR MARCH BOARD MEETING

**Board of Directors**

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- Board Suggestions

6. **CLOSED SESSION**

6.1 Review of executive director contract. Discussion of personnel items.

7. **ADJOURNMENT**

Next regular board meeting is scheduled for March 11, 2020.

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## EXPLORE BUTTE COUNTY REGULAR BOARD MEETING

November 12, 2020  
 Time: 12:00 p.m. – 2:00 p.m.

Meeting via Zoom

### MINUTES

1. Call to order and roll call – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no. Meeting called to order by President Spangler at 12:12pm. Introductions made.

Present – Directors: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson. Advisors: Feldman, Constantin, North, Schuster.

Absent – Director: Pearson. Advisors: Anton, Bassett, Leonard, Taylor, Ugie.

Guests – Jennifer Macarthy, County of Butte; Pat Macias, monca; Thad Walker, BCRCD/Chico Velo; Dan Efseaff, PRPD; Aaron Wright, State Parks; Shelly James, Porter Co.

Staff – Denero, Baer, Salas

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of October 8, 2020

2.2 Approval of October 2020 financials

A motion was made by Director Paragji and seconded by Director Uhrig to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson

NOES: None

ABSTENTIONS: None

3. **PUBLIC COMMENT**

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The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to 3 minutes per speaker. The Board may not take any action on public comment.

No public comment.

#### 4. **REGULAR AGENDA**

##### **4.1 PRESENTATION FROM THAD WALKER RE: COLBY MOUNTAIN PROJECT (10 minutes)**

*Strategic Goal: Strong Local Partnerships and Board Development*

Foundation funds were received to cover the cost of the trail layout and to develop promotional content. Thad is going to present the concept and potential for tourism business around the project.

Brief informational presentation by Thad Walker. No action requested or taken.

##### **4.2 PRESENTATION FROM DAN EFSEAFF RE: PARADISE RECREATION AND PARKS DISTRICT (10 minutes)**

*Strategic Goal: Strong Local Partnership*

Update on the trails planning the PRPD is working toward. Great tie into recreation and tourism.

Brief informational presentation by Dan Efseaff. No action requested or taken.

##### **4.3 AD HOC ZONE MARKETING RECOMMENDATIONS – MULTIPLE**

*Strategic Goal: Strong Local Partnerships & Build Brand Awareness*

At the October board meeting, an ad hoc zone marketing committee was convened to determine two things: 1) how to spend the current surplus of zone marketing, and 2) to develop a procedure to distribute zone marketing for future years. Committee minutes can be reviewed for insight of the whole meeting. The committee would like to make the following recommendations to the full board of directors:

A motion was made by Director Isenberg and seconded by Director Johansson to allocate the balance of the zone marketing funds that have been collected and unspent in the past few years and split it completely in half to develop seed funding for two projects – a Butte County Film Commission and the Butte County wayfinding signage project. Each project will have nearly \$68,674 to start, but the exact amount will be determined with year-end reconciliation of total zone

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marketing funds. The projects will be funded effective January 1, 2020, and they do not have secure zone marketing funding for future years but could be considered as a regular budget item in future years. All progress on each project will be brought to the board.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson

NOES: None

ABSTENTIONS: None

A motion was made by Director Isenberg and seconded by Director Paragji to allow each jurisdiction, through the power of a Brown Act, to utilize a voting tourism committee to plan the allocation and spending of their earned zone marketing dollars from the previous year. The following items were approved:

- There will be 4 tourism committees: Chico, Oroville, Paradise Ridge, and Gridley, to include Biggs and unincorporated areas;
- Each tourism committee will have a set voting committee to meet annually to develop a spending plan for the year;
- Each committee will be a Brown Act committee, per the MDP; and
- Funds will be distributed by Explore Butte County but will be decided upon by the individual committees.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson

NOES: None

ABSTENTIONS: None

A motion was made by Director Spangler and seconded by Director Billah to approve the draft policy regarding the new tourism committees as written, and to add them to EBC's final policies.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson

NOES: None

ABSTENTIONS: None

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A motion was made by Director Uhrig and seconded by Director Spangler to approve the appointment of people and/or institutions to comprise each jurisdiction's tourism committee.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique, Johansson

NOES: None

ABSTENTIONS: None

#### **4.4 AD HOC BUDGET COMMITTEE REPORT AND RECOMMENDATION**

The ad hoc budget committee met to review current financial position and create the draft 2021 budget for board approval. With only one meeting complete, the board is being asked to approve the program income estimates based on lodging budget estimates for 2021. The committee is recommending income to be on par with the original operating budget approved for the 2020 program year. The only addition will be income from the City of Gridley. A final and detailed budget will be presented for final approval at the regular January board meeting.

President Spangler asked to table this item until a full budget recommendation by the finance committee could be made at the January 2021 meeting.

#### **4.5 MARKETING COMMITTEE REPORT**

The marketing committee met on October 28 to review program progress. There are 4 advertising campaigns being launched between November 4 and January 1, 2021. (Denaro to review creative.) In addition, the committee approved a holiday lodging campaign to prepare swag bags to be given to guests checking in during the holidays. Staff will develop talking points for the front desk, but this is a surprise and delight activation during our typically slow shoulder season.

Update given. No action required.

#### **4.6 AD HOC TBID RENEWAL COMMITTEE REPORT**

The committee has been disbanded. November 1, 2020 officially marked the date the BCTBID is approved without any challenges. Denaro is working with Civitas to finalize the contract between EBC and the County for the working relationship. The notification letter was distributed to all Butte County lodging the week of November 1, 2020



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Update given. No action required.

**4.7 AD HOC NOMINATIONS COMMITTEE REPORT***Strategic Goals: Board Development*

Per EBC bylaws, voting board members are nominated for 2-year terms, advisory members are nominated for 1-year terms. In March 2021, three voting seats are expiring:

<b>Name</b>	<b>Business</b>	<b>Jurisdiction</b>
Haroon Saddique	Best Western Paradise Hotel	Paradise
Kiran Paragji	Americas Best Value Inn Oroville	Oroville
Mohammad Billah (currently serving as board Treasurer)	University Inn	Chico
Vacant	Vacant	Unincorporated County

The voting seat for Unincorporated County is still vacant and has never been filled. The board should consider reviewing the current bylaws to change the Unincorporated voting seat to specifically include Gridley and Biggs as they are specific jurisdictions participating but not requiring a full voting seat.

In March 2021, all advisory seats expire and any vacant seats are available to be filled:

<b>Name</b>	<b>Business</b>	<b>Jurisdiction</b>
Victoria Anton	Feather River Recreation District	Oroville
Ben North	Brushstrokes	Oroville
Melanie Bassett	Downtown Chico Business Assn.	Chico
Chris Constantin	City of Chico	Chico
Jennifer Leonard	Almendra	Unincorporated
Audrey Taylor	Everybody Healthy Body	Unincorporated
Melissa Schuster	Town of Paradise	Paradise
Evie Feldman	Blue Team Realty	Paradise
Heather Ugie	Chico Chamber of Commerce	countywide
Vacant	Vacant	countywide

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Update given. No action required.

5. **REPORTS AND COMMUNICATIONS**

5.1 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

5.2 ITEMS FOR JANUARY BOARD MEETING

- No suggestions given for future programming.

6. **ADJOURNMENT**

Meeting was adjourned at 1:30 p.m.

Minutes respectfully submitted by Carolyn Denero.

# Explore Butte County Balance Sheet As of November 30, 2020

	Nov 30, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 · Tri Counties Bank	1,074,702.69
<b>Total Checking/Savings</b>	1,074,702.69
<b>Total Current Assets</b>	1,074,702.69
<b>Fixed Assets</b>	
1500 · Furniture and Equipment	14,257.95
1600 · Accumulated depreciation	-2,978.00
<b>Total Fixed Assets</b>	11,279.95
<b>TOTAL ASSETS</b>	<b>1,085,982.64</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Credit Cards</b>	
2100 · TCB Credit Card #1238 (Carolyn)	1,343.22
2101 · Credit Card #3044 (Ashley)	660.08
2102 · Credit Card #3036 (Alicia)	1,505.08
<b>Total Credit Cards</b>	3,508.38
<b>Other Current Liabilities</b>	
2400 · Payroll Liabilities	3,838.31
<b>Total Other Current Liabilities</b>	3,838.31
<b>Total Current Liabilities</b>	7,346.69
<b>Total Liabilities</b>	7,346.69
<b>Equity</b>	
3200 · Unrestricted Net Assets	941,502.12
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
<b>Total 3300 · Net Assets - Reserved</b>	167,369.68
<b>Net Income</b>	-30,235.85
<b>Total Equity</b>	1,078,635.95
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,085,982.64</b>

# Explore Butte County

## Profit & Loss

### November 2020

	Nov 20
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4300 · Chico	56,549.44
4400 · Oroville	21,745.89
<b>Total 4000 · Program Income</b>	<b>78,295.33</b>
4800 · Other Types of Income	
4810 · Interest Income	9.54
4815 · CTA Registrations	150.00
<b>Total 4800 · Other Types of Income</b>	<b>159.54</b>
<b>Total Income</b>	<b>78,454.87</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5300 · 2% Fee - Chico	1,130.99
5400 · 2% Fee - Oroville	434.92
<b>Total 5000 · 2% Fee</b>	<b>1,565.91</b>
<b>Total COGS</b>	<b>1,565.91</b>
<b>Gross Profit</b>	<b>76,888.96</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	5,758.27
6050 · Creative Services	2,702.10
6070 · Dues and Memberships	100.00
6100 · Marketing contracts	
6130 · Public Relations expense	600.00
<b>Total 6100 · Marketing contracts</b>	<b>600.00</b>
6310 · Postage	283.35
6350 · Sales and Marketing Exp. -Other	125.95
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	10,863.26
6420 · Staffing - Payroll Taxes - Mktg	827.65
6430 · Workers comp insurance	45.11
6440 · Health insurance	1,181.90
<b>Total 6400 · Staffing - Marketing</b>	<b>12,917.92</b>
6700 · Website	230.60
<b>Total 6000 · Sales and Marketing Expense</b>	<b>22,718.19</b>
7000 · Administration Expenses	
7300 · Office supplies	80.92
7330 · Professional fees - Accounting	750.00
7340 · Professional fees - Legal	5,200.00
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,262.55
7420 · Payroll taxes - admin	172.38
7430 · Workers comp insurance	9.39
7440 · Health insurance	179.43
<b>Total 7400 · Staffing - Admin</b>	<b>2,623.75</b>
7500 · Subscriptions	7,285.71
7560 · Telephone, Telecommunications	314.08
7570 · Travel	219.33
<b>Total 7000 · Administration Expenses</b>	<b>16,998.79</b>

Explore Butte County  
Profit & Loss  
November 2020

	Nov 20
Total Expense	39,716.98
Net Ordinary Income	37,171.98
Net Income	37,171.98

# Explore Butte County

## Profit & Loss

January through November 2020

	Jan - Nov 20
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	2,547.36
4300 · Chico	416,758.00
4400 · Oroville	123,608.81
<b>Total 4000 · Program Income</b>	<b>542,914.17</b>
4800 · Other Types of Income	
4810 · Interest Income	112.15
4815 · CTA Registrations	750.00
4850 · Non-Lodging Participation	5,943.50
4870 · Visitor Guide Advertising	5,850.00
4880 · Zone marketing income	25.00
<b>Total 4800 · Other Types of Income</b>	<b>12,680.65</b>
<b>Total Income</b>	<b>555,594.82</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	50.95
5300 · 2% Fee - Chico	8,335.16
5400 · 2% Fee - Oroville	2,472.19
<b>Total 5000 · 2% Fee</b>	<b>10,858.30</b>
<b>Total COGS</b>	<b>10,858.30</b>
<b>Gross Profit</b>	<b>544,736.52</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	104,164.42
6050 · Creative Services	23,254.77
6060 · CTA Program	6,138.22
6070 · Dues and Memberships	1,160.00
6100 · Marketing contracts	
6110 · Advertising Agencies	86,507.39
6120 · Jack Rabbit	5,947.50
6130 · Public Relations expense	600.00
6140 · CrowdRiff	6,825.00
6100 · Marketing contracts - Other	27,464.00
<b>Total 6100 · Marketing contracts</b>	<b>127,343.89</b>
6200 · Meals	335.56
6310 · Postage	1,850.59
6320 · Printing	421.00
6340 · Public Relations	5,189.76
6350 · Sales and Marketing Exp. -Other	870.15
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	108,731.77
6420 · Staffing - Payroll Taxes - Mktg	9,456.68
6430 · Workers comp insurance	1,664.84
6440 · Health insurance	10,712.66
<b>Total 6400 · Staffing - Marketing</b>	<b>130,565.95</b>
6700 · Website	8,337.10
<b>Total 6000 · Sales and Marketing Expense</b>	<b>409,631.41</b>
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	27,500.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>27,500.00</b>
7000 · Administration Expenses	

# Explore Butte County

## Profit & Loss

### January through November 2020

	Jan - Nov 20
7010 · Advertising	555.11
7030 · Conference, Convention, Meeting	204.39
7040 · Contract services	4,885.73
7050 · Education	400.00
7060 · Filing fees/ taxes	10.00
7070 · General Administration	14,662.36
7100 · Insurance	1,921.00
7200 · Meals	929.44
7210 · Membership dues	3,170.00
7300 · Office supplies	999.36
7310 · Postage	168.50
7320 · Printing and Copying	153.17
7330 · Professional fees - Accounting	9,920.00
7340 · Professional fees - Legal	50,232.76
7360 · Rent/ Office Space	6,850.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	22,864.54
7420 · Payroll taxes - admin	1,573.50
7430 · Workers comp insurance	351.41
7440 · Health insurance	2,746.74
Total 7400 · Staffing - Admin	27,536.19
7500 · Subscriptions	9,193.21
7560 · Telephone, Telecommunications	3,019.11
7570 · Travel	3,030.63
Total 7000 · Administration Expenses	137,840.96
Total Expense	574,972.37
Net Ordinary Income	-30,235.85
Net Income	-30,235.85

# Explore Butte County Profit & Loss Budget Overview

January through November 2020

	Jan - Nov 20	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	2,547.36	4,311.00	-1,763.64
4300 · Chico	416,758.00	339,452.00	77,306.00
4400 · Oroville	123,608.81	107,762.00	15,846.81
4500 · Paradise	0.00	6,566.00	-6,566.00
<b>Total 4000 · Program Income</b>	<b>542,914.17</b>	<b>458,091.00</b>	<b>84,823.17</b>
4800 · Other Types of Income			
4810 · Interest Income	112.15		
4815 · CTA Registrations	750.00	2,500.00	-1,750.00
4816 · CTA Renewal Fees	0.00	262.00	-262.00
4850 · Non-Lodging Participation	5,943.50	1,750.00	4,193.50
4860 · Co-Op Advertising Income	0.00	1,250.00	-1,250.00
4870 · Visitor Guide Advertising	5,850.00	2,500.00	3,350.00
4880 · Zone marketing income	25.00		
<b>Total 4800 · Other Types of Income</b>	<b>12,680.65</b>	<b>8,262.00</b>	<b>4,418.65</b>
<b>Total Income</b>	<b>555,594.82</b>	<b>466,353.00</b>	<b>89,241.82</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	50.95	86.00	-35.05
5300 · 2% Fee - Chico	8,335.16	6,789.00	1,546.16
5400 · 2% Fee - Oroville	2,472.19	2,155.00	317.19
5500 · 2% Fee - Paradise	0.00	129.00	-129.00
5618 · CTA Renewal paid to Mickey	0.00	175.00	-175.00
<b>Total 5000 · 2% Fee</b>	<b>10,858.30</b>	<b>9,334.00</b>	<b>1,524.30</b>
<b>Total COGS</b>	<b>10,858.30</b>	<b>9,334.00</b>	<b>1,524.30</b>
<b>Gross Profit</b>	<b>544,736.52</b>	<b>457,019.00</b>	<b>87,717.52</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	104,164.42	57,625.00	46,539.42
6020 · Capital Display	0.00	375.00	-375.00
6030 · Conferences	0.00	3,750.00	-3,750.00
6050 · Creative Services	23,254.77	40,500.00	-17,245.23
6060 · CTA Program	6,138.22	11,037.00	-4,898.78
6070 · Dues and Memberships	1,160.00	5,000.00	-3,840.00
6100 · Marketing contracts			
6110 · Advertising Agencies	86,507.39	115,250.00	-28,742.61
6120 · Jack Rabbit	5,947.50	15,000.00	-9,052.50
6130 · Public Relations expense	600.00	12,000.00	-11,400.00
6140 · CrowdRiff	6,825.00	3,250.00	3,575.00
6100 · Marketing contracts - Other	27,464.00		
<b>Total 6100 · Marketing contracts</b>	<b>127,343.89</b>	<b>145,500.00</b>	<b>-18,156.11</b>
6200 · Meals	335.56	750.00	-414.44
6310 · Postage	1,850.59	1,800.00	50.59
6320 · Printing	421.00	7,500.00	-7,079.00
6340 · Public Relations	5,189.76	15,485.00	-10,295.24
6350 · Sales and Marketing Exp. -Other	870.15	5,000.00	-4,129.85
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	108,731.77	112,636.00	-3,904.23
6420 · Staffing - Payroll Taxes - Mktg	9,456.68	10,715.00	-1,258.32
6430 · Workers comp insurance	1,664.84	1,149.00	515.84
6440 · Health insurance	10,712.66	13,403.00	-2,690.34
<b>Total 6400 · Staffing - Marketing</b>	<b>130,565.95</b>	<b>137,903.00</b>	<b>-7,337.05</b>
6600 · State Fair Exhibit	0.00	1,250.00	-1,250.00
6700 · Website	8,337.10	7,000.00	1,337.10
<b>Total 6000 · Sales and Marketing Expense</b>	<b>409,631.41</b>	<b>440,475.00</b>	<b>-30,843.59</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	27,500.00	53,299.00	-25,799.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>27,500.00</b>	<b>53,299.00</b>	<b>-25,799.00</b>
7000 · Administration Expenses			
7010 · Advertising	555.11	187.00	368.11
7020 · Bank fees	0.00	75.00	-75.00
7030 · Conference, Convention, Meeting	204.39	2,000.00	-1,795.61



# Explore Butte County Profit & Loss Budget Overview

January through November 2020

	Jan - Nov 20	Budget	\$ Over Budget
7040 · Contract services	4,885.73	312.00	4,573.73
7050 · Education	400.00	1,250.00	-850.00
7060 · Filing fees/ taxes	10.00	35.00	-25.00
7070 · General Administration	14,662.36	17,500.00	-2,837.64
7100 · Insurance	1,921.00	3,750.00	-1,829.00
7200 · Meals	929.44	250.00	679.44
7210 · Membership dues	3,170.00	1,250.00	1,920.00
7300 · Office supplies	999.36	1,300.00	-300.64
7310 · Postage	168.50	180.00	-11.50
7320 · Printing and Copying	153.17	650.00	-496.83
7330 · Professional fees - Accounting	9,920.00	14,900.00	-4,980.00
7340 · Professional fees - Legal	50,232.76	14,375.00	35,857.76
7350 · Promotion	0.00	25.00	-25.00
7360 · Rent/ Office Space	6,850.00	8,970.00	-2,120.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	22,864.54	28,003.00	-5,138.46
7420 · Payroll taxes - admin	1,573.50	2,661.00	-1,087.50
7430 · Workers comp insurance	351.41	294.00	57.41
7440 · Health insurance	2,746.74	2,620.00	126.74
7400 · Staffing - Admin - Other	0.00	0.00	0.00
Total 7400 · Staffing - Admin	27,536.19	33,578.00	-6,041.81
7500 · Subscriptions	9,193.21	3,416.00	5,777.21
7560 · Telephone, Telecommunications	3,019.11	2,200.00	819.11
7570 · Travel	3,030.63	517.00	2,513.63
7900 · Admin Expense- Other	0.00	250.00	-250.00
Total 7000 · Administration Expenses	137,840.96	106,970.00	30,870.96
Total Expense	574,972.37	600,744.00	-25,771.63
Net Ordinary Income	-30,235.85	-143,725.00	113,489.15
Net Income	-30,235.85	-143,725.00	113,489.15

# Explore Butte County Balance Sheet As of December 31, 2020

	Dec 31, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 · Tri Counties Bank	1,050,117.98
<b>Total Checking/Savings</b>	<b>1,050,117.98</b>
<b>Total Current Assets</b>	<b>1,050,117.98</b>
<b>Fixed Assets</b>	
1500 · Furniture and Equipment	14,257.95
1600 · Accumulated depreciation	-2,978.00
<b>Total Fixed Assets</b>	<b>11,279.95</b>
<b>TOTAL ASSETS</b>	<b>1,061,397.93</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Credit Cards</b>	
2100 · TCB Credit Card #1238 (Carolyn)	4,055.21
2101 · Credit Card #3044 (Ashley)	1,069.80
2102 · Credit Card #3036 (Alicia)	1,307.84
<b>Total Credit Cards</b>	<b>6,432.85</b>
<b>Other Current Liabilities</b>	
2400 · Payroll Liabilities	3,979.27
<b>Total Other Current Liabilities</b>	<b>3,979.27</b>
<b>Total Current Liabilities</b>	<b>10,412.12</b>
<b>Total Liabilities</b>	<b>10,412.12</b>
<b>Equity</b>	
3200 · Unrestricted Net Assets	941,502.12
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
<b>Total 3300 · Net Assets - Reserved</b>	<b>167,369.68</b>
<b>Net Income</b>	<b>-57,885.99</b>
<b>Total Equity</b>	<b>1,050,985.81</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,061,397.93</b>

# Explore Butte County Profit & Loss December 2020

	Dec 20
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	1,646.32
4300 · Chico	60,754.96
4400 · Oroville	21,278.46
<b>Total 4000 · Program Income</b>	<b>83,679.74</b>
4800 · Other Types of Income	
4810 · Interest Income	9.23
4815 · CTA Registrations	50.00
<b>Total 4800 · Other Types of Income</b>	<b>59.23</b>
<b>Total Income</b>	<b>83,738.97</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	32.93
5300 · 2% Fee - Chico	1,215.10
5400 · 2% Fee - Oroville	425.57
<b>Total 5000 · 2% Fee</b>	<b>1,673.60</b>
<b>Total COGS</b>	<b>1,673.60</b>
<b>Gross Profit</b>	<b>82,065.37</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	8,467.16
6050 · Creative Services	3,175.00
6060 · CTA Program	25.00
6100 · Marketing contracts	
6110 · Advertising Agencies	73,690.00
6120 · Jack Rabbit	2,973.75
6130 · Public Relations expense	600.00
<b>Total 6100 · Marketing contracts</b>	<b>77,263.75</b>
6310 · Postage	17.99
6350 · Sales and Marketing Exp. -Other	1,230.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	10,626.05
6420 · Staffing - Payroll Taxes - Mktg	819.49
6430 · Workers comp insurance	304.55
6440 · Health insurance	1,181.90
<b>Total 6400 · Staffing - Marketing</b>	<b>12,931.99</b>
6700 · Website	5,552.64
<b>Total 6000 · Sales and Marketing Expense</b>	<b>108,663.53</b>
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	250.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>250.00</b>
7000 · Administration Expenses	
7070 · General Administration	595.46
7330 · Professional fees - Accounting	750.00
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,204.95
7420 · Payroll taxes - admin	170.05
7430 · Workers comp insurance	63.20
7440 · Health insurance	179.43

## Explore Butte County

## Profit &amp; Loss

December 2020

	Dec 20
Total 7400 · Staffing - Admin	2,617.63
7500 · Subscriptions	183.38
7560 · Telephone, Telecommunications	304.08
7570 · Travel	56.93
Total 7000 · Administration Expenses	5,032.48
Total Expense	113,946.01
Net Ordinary Income	-31,880.64
Other Income/Expense	
Other Expense	
9500 · COVID-19	832.00
Total Other Expense	832.00
Net Other Income	-832.00
Net Income	<b>-32,712.64</b>

# Explore Butte County

## Profit & Loss

### January through December 2020

	Jan - Dec 20
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · Program Income	
4200 · Butte County	4,193.68
4300 · Chico	477,512.96
4400 · Oroville	144,887.27
<b>Total 4000 · Program Income</b>	<b>626,593.91</b>
4800 · Other Types of Income	
4810 · Interest Income	121.38
4815 · CTA Registrations	800.00
4850 · Non-Lodging Participation	5,943.50
4870 · Visitor Guide Advertising	5,850.00
4880 · Zone marketing income	25.00
<b>Total 4800 · Other Types of Income</b>	<b>12,739.88</b>
<b>Total Income</b>	<b>639,333.79</b>
<b>Cost of Goods Sold</b>	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	83.88
5300 · 2% Fee - Chico	9,550.26
5400 · 2% Fee - Oroville	2,897.76
<b>Total 5000 · 2% Fee</b>	<b>12,531.90</b>
<b>Total COGS</b>	<b>12,531.90</b>
<b>Gross Profit</b>	<b>626,801.89</b>
<b>Expense</b>	
6000 · Sales and Marketing Expense	
6010 · Advertising	112,631.58
6050 · Creative Services	26,429.77
6060 · CTA Program	6,163.22
6070 · Dues and Memberships	1,160.00
6100 · Marketing contracts	
6110 · Advertising Agencies	156,654.89
6120 · Jack Rabbit	8,921.25
6130 · Public Relations expense	1,200.00
6140 · CrowdRiff	6,825.00
6100 · Marketing contracts - Other	27,464.00
<b>Total 6100 · Marketing contracts</b>	<b>201,065.14</b>
6200 · Meals	335.56
6310 · Postage	1,868.58
6320 · Printing	421.00
6340 · Public Relations	5,189.76
6350 · Sales and Marketing Exp. -Other	2,100.15
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	119,357.82
6420 · Staffing - Payroll Taxes - Mktg	10,276.17
6430 · Workers comp insurance	1,969.39
6440 · Health insurance	11,894.56
<b>Total 6400 · Staffing - Marketing</b>	<b>143,497.94</b>
6700 · Website	12,369.74
<b>Total 6000 · Sales and Marketing Expense</b>	<b>513,232.44</b>
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	27,750.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>27,750.00</b>
7000 · Administration Expenses	

# Explore Butte County

## Profit & Loss

### January through December 2020

	Jan - Dec 20
7010 · Advertising	555.11
7030 · Conference, Convention, Meeting	204.39
7040 · Contract services	4,885.73
7050 · Education	400.00
7060 · Filing fees/ taxes	10.00
7070 · General Administration	15,257.82
7100 · Insurance	1,921.00
7200 · Meals	929.44
7210 · Membership dues	3,170.00
7300 · Office supplies	999.36
7310 · Postage	168.50
7320 · Printing and Copying	153.17
7330 · Professional fees - Accounting	10,670.00
7340 · Professional fees - Legal	50,232.76
7360 · Rent/ Office Space	7,375.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	25,069.49
7420 · Payroll taxes - admin	1,743.55
7430 · Workers comp insurance	414.61
7440 · Health insurance	2,926.17
Total 7400 · Staffing - Admin	30,153.82
7500 · Subscriptions	9,376.59
7560 · Telephone, Telecommunications	3,323.19
7570 · Travel	3,087.56
Total 7000 · Administration Expenses	142,873.44
Total Expense	683,855.88
Net Ordinary Income	-57,053.99
Other Income/Expense	
Other Expense	
9500 · COVID-19	832.00
Total Other Expense	832.00
Net Other Income	-832.00
Net Income	<b>-57,885.99</b>

**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through December 2020

	Jan - Dec 20	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Program Income			
4200 · Butte County	4,193.68	4,842.00	-648.32
4300 · Chico	477,512.96	381,298.00	96,214.96
4400 · Oroville	144,887.27	121,047.00	23,840.27
4500 · Paradise	0.00	7,363.00	-7,363.00
<b>Total 4000 · Program Income</b>	<b>626,593.91</b>	<b>514,550.00</b>	<b>112,043.91</b>
4800 · Other Types of Income			
4810 · Interest Income	121.38		
4815 · CTA Registrations	800.00	2,750.00	-1,950.00
4816 · CTA Renewal Fees	0.00	412.00	-412.00
4850 · Non-Lodging Participation	5,943.50	1,750.00	4,193.50
4860 · Co-Op Advertising Income	0.00	1,250.00	-1,250.00
4870 · Visitor Guide Advertising	5,850.00	2,500.00	3,350.00
4880 · Zone marketing income	25.00		
<b>Total 4800 · Other Types of Income</b>	<b>12,739.88</b>	<b>8,662.00</b>	<b>4,077.88</b>
<b>Total Income</b>	<b>639,333.79</b>	<b>523,212.00</b>	<b>116,121.79</b>
<b>Cost of Goods Sold</b>			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	83.88	97.00	-13.12
5300 · 2% Fee - Chico	9,550.26	7,626.00	1,924.26
5400 · 2% Fee - Oroville	2,897.76	2,421.00	476.76
5500 · 2% Fee - Paradise	0.00	145.00	-145.00
5618 · CTA Renewal paid to Mickey	0.00	375.00	-375.00
<b>Total 5000 · 2% Fee</b>	<b>12,531.90</b>	<b>10,664.00</b>	<b>1,867.90</b>
<b>Total COGS</b>	<b>12,531.90</b>	<b>10,664.00</b>	<b>1,867.90</b>
<b>Gross Profit</b>	<b>626,801.89</b>	<b>512,548.00</b>	<b>114,253.89</b>
<b>Expense</b>			
6000 · Sales and Marketing Expense			
6010 · Advertising	112,631.58	61,400.00	51,231.58
6020 · Capital Display	0.00	375.00	-375.00
6030 · Conferences	0.00	3,750.00	-3,750.00
6050 · Creative Services	26,429.77	41,750.00	-15,320.23
6060 · CTA Program	6,163.22	13,037.00	-6,873.78
6070 · Dues and Memberships	1,160.00	5,000.00	-3,840.00
6100 · Marketing contracts			
6110 · Advertising Agencies	156,654.89	118,250.00	38,404.89
6120 · Jack Rabbit	8,921.25	15,000.00	-6,078.75
6130 · Public Relations expense	1,200.00	12,000.00	-10,800.00
6140 · CrowdRiff	6,825.00	3,250.00	3,575.00
6100 · Marketing contracts - Other	27,464.00		
<b>Total 6100 · Marketing contracts</b>	<b>201,065.14</b>	<b>148,500.00</b>	<b>52,565.14</b>
6200 · Meals	335.56	750.00	-414.44
6310 · Postage	1,868.58	1,900.00	-31.42
6320 · Printing	421.00	7,500.00	-7,079.00
6340 · Public Relations	5,189.76	15,485.00	-10,295.24
6350 · Sales and Marketing Exp. -Other	2,100.15	5,000.00	-2,899.85
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	119,357.82	123,754.00	-4,396.18
6420 · Staffing - Payroll Taxes - Mktg	10,276.17	11,772.00	-1,495.83
6430 · Workers comp insurance	1,969.39	1,262.00	707.39
6440 · Health insurance	11,894.56	14,613.00	-2,718.44
<b>Total 6400 · Staffing - Marketing</b>	<b>143,497.94</b>	<b>151,401.00</b>	<b>-7,903.06</b>
6600 · State Fair Exhibit	0.00	1,250.00	-1,250.00
6700 · Website	12,369.74	7,500.00	4,869.74
<b>Total 6000 · Sales and Marketing Expense</b>	<b>513,232.44</b>	<b>464,598.00</b>	<b>48,634.44</b>
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	27,750.00	58,945.00	-31,195.00
<b>Total 6900 · Zone and Micro-Marketing</b>	<b>27,750.00</b>	<b>58,945.00</b>	<b>-31,195.00</b>
7000 · Administration Expenses			
7010 · Advertising	555.11	187.00	368.11
7020 · Bank fees	0.00	125.00	-125.00
7030 · Conference, Convention, Meeting	204.39	2,000.00	-1,795.61

**Explore Butte County**  
**Profit & Loss Budget Overview**  
 January through December 2020

	Jan - Dec 20	Budget	\$ Over Budget
7040 · Contract services	4,885.73	312.00	4,573.73
7050 · Education	400.00	1,250.00	-850.00
7060 · Filing fees/ taxes	10.00	35.00	-25.00
7070 · General Administration	15,257.82	17,500.00	-2,242.18
7100 · Insurance	1,921.00	3,750.00	-1,829.00
7200 · Meals	929.44	250.00	679.44
7210 · Membership dues	3,170.00	1,250.00	1,920.00
7300 · Office supplies	999.36	1,400.00	-400.64
7310 · Postage	168.50	180.00	-11.50
7320 · Printing and Copying	153.17	650.00	-496.83
7330 · Professional fees - Accounting	10,670.00	15,575.00	-4,905.00
7340 · Professional fees - Legal	50,232.76	14,375.00	35,857.76
7350 · Promotion	0.00	25.00	-25.00
7360 · Rent/ Office Space	7,375.00	9,515.00	-2,140.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	25,069.49	30,391.00	-5,321.51
7420 · Payroll taxes - admin	1,743.55	2,888.00	-1,144.45
7430 · Workers comp insurance	414.61	318.00	96.61
7440 · Health insurance	2,926.17	2,810.00	116.17
7400 · Staffing - Admin - Other	0.00	0.00	0.00
Total 7400 · Staffing - Admin	30,153.82	36,407.00	-6,253.18
7500 · Subscriptions	9,376.59	3,750.00	5,626.59
7560 · Telephone, Telecommunications	3,323.19	2,400.00	923.19
7570 · Travel	3,087.56	517.00	2,570.56
7900 · Admin Expense- Other	0.00	250.00	-250.00
Total 7000 · Administration Expenses	142,873.44	111,703.00	31,170.44
Total Expense	683,855.88	635,246.00	48,609.88
Net Ordinary Income	-57,053.99	-122,698.00	65,644.01
Other Income/Expense			
Other Expense			
9500 · COVID-19	832.00		
Total Other Expense	832.00		
Net Other Income	-832.00	0.00	-832.00
Net Income	-57,885.99	-122,698.00	64,812.01



Ordinary Income/Expense					
Income			Total Budget		
			Jan-Dec 21		
4000 - Program Income					
	4200	Butte County		\$6,993.01	
	4300	Chico		\$550,699.30	
	4350	Gridley		\$6,993.01	
	4400	Oroville		\$174,825.17	
	4500	Paradise		\$10,489.51	
Total 4000 - Program Income				\$750,000.00	
4800 - Other Types of Income					
	4815	CTA Registrations		\$5,000.00	
	4816	CTA Renewal Fees		\$450.00	
	4850	Non-Lodging Participation		\$5,000.00	
	4860	Co-Op Advertising Income		\$0.00	
	4870	Visitor Guide Advertising		\$10,000.00	
	4880	Unspent Income from Previous Year		\$310,000.00	
	4890	Zone Marketing from Previous Year		\$202,000.00	
Total 4800 - Other Types of Income				\$532,450.00	
Total Income				\$1,282,450.00	
Cost of Goods Sold					
5000 - 2% Fee					
	5200	2% Fee Butte County		\$139.86	
	5300	2% Fee Chico		\$11,013.99	
	5350	2% Fee Gridley		\$139.86	
	5400	2% Fee Oroville		\$3,496.50	
	5500	2% Fee Paradise		\$209.79	
	5618	CTA Renewal paid to Mickey		\$300.00	
Total 5000 - 2% Fee				\$15,300.00	
Total COGS				\$15,300.00	
Gross Profit				\$1,267,150.00	

Expense					
	6000	Sales and Marketing Expense			
	6010	Advertising		\$94,475.00	
	6020	Captial Display		\$1,500.00	
	6030	Conferences		\$5,000.00	
	6050	Creative Services		\$100,000.00	
	6070	Dues and Memberships		\$4,000.00	
	6100	Marketing Contracts			
		6110 - Advertising Agencies	\$280,000.00		
		6120 - Jack Rabbit	\$0.00		
		6130 - Public Relations	\$18,000.00		
		6140 - CrowdRiff	\$13,650.00		
		6150 - Bandwango	\$14,500.00		
		Total 6100 Marketing Contracts		\$326,150.00	
	6200	Meals		\$1,000.00	
	6310	Postage		\$4,000.00	
	6320	Printing		\$20,000.00	
	6340	Public Relations		\$36,000.00	
	6350	Sales & Marketing Exp. Other		\$6,000.00	
	6360	Sponsorship		\$6,000.00	
	6400	Staffing - Marketing			
		6410 - Staffing - Marketing payroll	\$144,375.00		
		6420 - Staffing - Payroll Taxes - Mktg	\$13,000.00		
		6430 - Workers comp insurance	\$1,400.00		
		6440 - Health Insurance	\$15,600.00		
		6450 - Commission CTA Program	\$200.00		
		Total 6400 Staffing - Marketing		\$174,575.00	
	6600	State Fair Exhibit		\$0.00	
	6655	Vehicle Maintenance		\$5,000.00	
	6700	Website		\$24,000.00	
		Total 6000 - Sales and Marketing Expense		\$807,700.00	
	6800	Destination Management Activity			
	6810	CTA Program		\$19,950.00	
	6820	Film Commission		\$68,500.00	
	6830	See Source		\$27,500.00	
	6840	Wayfinding Signage		\$68,500.00	
	6880	Destination Management Activity - Other		\$0.00	
		Total 6800 - Destination Management Activity		\$184,450.00	

[illegible]



Explore Butte County  
P.O. Box 2154  
Chico, CA 95927

ExploreButteCounty.com

#### Board of Directors

Analise Uhrig  
Chico

Brooke Isenberg  
Chico - Vice  
President

Bruce Spangler  
Oroville - President

Haroon Saddique  
Paradise

John Pearson  
At Large

Kiran Paragji  
Oroville

Mohammad Billah  
Chico - Treasurer

Nicole Johansson  
At Large

#### Advisors to the Board

Victoria Anton  
FRRPD

Melanie Bassett  
DCBA

Evie Feldman  
Blue Team Realty

Chris Constantin  
City of Chico

Jennifer Leonard  
Almendra

Ben North  
Photography

Melissa Schuster  
Town of Paradise

Audrey Taylor  
EBHB

Heather Ugie  
Chico Chamber

## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, December 16, 2020

10:30 a.m. – 12:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/86411479351>

Dial by your location

+1 669 900 9128 US (San Jose)

Meeting ID: 864 1147 9351

### AGENDA

**PURPOSE:** The marketing committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

**COMMITTEE MEMBERS:** Nicole Johansson (co-chair), John Pearson (co-chair) Bruce Spangler, Jennifer Leonard

#### AGENDA

1. Big Data – Review recommended reports and data points in order to move forward Jan. 1
2. Review 2021 budget and make recommendations for annual marketing plan
  - a. Is this content aligned with strategic goals and current times?
  - b. Review videography contract
  - c. Review 2021 Content Calendar – make any changes/recommendations for coming year
3. Updates
  - a. California Visitor Guide
  - b. EBC Visitor Guide
  - c. Ashley's monthly social media reports
  - d. Current campaigns
    - i. Birding
    - ii. 12 Favorite Things
  - e. Launching in 2021
    - i. Restaurant Week (not month)
    - ii. Hike Butte
    - iii. Museum Weekend
  - f. Mobile Visitor Center – task force leader
4. Other business not already agendized

Adjourn Meeting



#### Board of Directors

Analise Uhrig  
Chico

Brooke Isenberg  
Chico - Vice  
President

Bruce Spangler  
Oroville - President

Haroon Saddique  
Paradise

John Pearson  
At Large

Kiran Paragji  
Oroville

Mohammad Billah  
Chico - Treasurer

Nicole Johansson  
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Chico Chamber

## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, December 16, 2020  
10:30 a.m. – 12:00 p.m.  
Zoom Meeting

### MINUTES

**PURPOSE:** The marketing committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

**Present:** Johansson, Pearson, Spangler, Leonard. Porter Co representatives Lori Porter, Shelly James and Tami Travis. Staff: Denero, Baer.

### AGENDA

#### **1. Big Data – Review recommended reports and data points in order to move forward Jan. 1**

*Per the contract with SeeSource, EBC's gold package allows up to 10 points of interest (POI) for data collection, and each point can be multiple locations. The contract also included 2 special events, but because of COVID and cancellation of events, EBC can include 2 additional POIs to bring the total to 12. The committee reviewed survey results and decided on the following POIs to begin January 1, 2021:*

- *Lodging (included 19 hotels/motels throughout the county)*
- *Table Mountain (including parking areas adjacent)*
- *Bidwell Park (both upper and lower as one)*
- *Downtown Chico (geo-fencing the main downtown blocks)*
- *Chico State Campus*
- *Oroville Lake (including the visitor center, marinas, campgrounds)*
- *Gray Lodge (include downtown Gridley, downtown Biggs, Gray Lodge and unincorporated hunting areas)*
- *Sierra Nevada Brewery (which will give data for events too)*
- *Sports Fields (tournaments and youth sports that bring visitors)*
- *Chambers of Commerce / Visitor Centers*
- *Comparison Markets / locations*
- *Event venues (including wineries)*

*In addition to using this data, EBC will provide an additional list of non-chain businesses that we want to see data on. The list is still under review, but at this time it includes:*

- *Fish Hatchery (Oroville)*

- Forebay Aquatic Center / State Park Area
- The Tackle Box (Chico)
- Enloe Medical Center (Chico)
- Oroville Hospital (Oroville)
- The Union Restaurant (Oroville)
- Silver Dollar Fairgrounds (Chico)
- Joy Lynn's (Paradise)
- ? Off-highway gas station
- ? Car Dealership

**2. Review 2021 budget and make recommendations for annual marketing plan**

*Committee reviewed the Sales & Marketing draft budget items and discussed the 2021 plan for how EBC would allocate those to more detailed line items. Items of note, or that will be new initiatives for EBC in 2021:*

- *Quarterly "surprise & delight" activations to purchase items for lodging to surprise & delight their guests. Will be distributed by Outreach Coordinator with end goal to build EBC brand awareness and add additional level of excitement for guests.*
- *\$24,775 left for opportunistic advertising as needed during year*
- *Contract for videography partner to capture more assets (this was put on hold due to COVID in 2020)*
- *Cancel JackRabbit subscription at renewal. Revisit this when there is more demand to book through EBC site*
- *New line item for sponsorship - because zone marketing has been moved to jurisdictions, very little will be available for sponsorship*
- *Creation of destination management activities - which includes the seed funding for film commission and trail signage projects. CTA and SeeSource have also been moved here.*

**3. Updates- review Denero's written report here:**

[https://drive.google.com/file/d/1dJ4PCoF4ZhBcgql8hltNPISro\\_eA8iQO/view?usp=sharing](https://drive.google.com/file/d/1dJ4PCoF4ZhBcgql8hltNPISro_eA8iQO/view?usp=sharing)

**4. Other business not already agendized**

*None*

Meeting was adjourned at 12:00 pm.

**Bylaws of  
Explore Butte County  
A California Nonprofit Mutual Benefit Corporation**

**ARTICLE I**

**NAME AND PRINCIPAL OFFICE**

The name of the corporation is Explore Butte County ("Corporation"). The principal office for the transaction of the affairs and activities of this corporation shall be located in the County of Butte. The Board of Directors may change the location of the principal office.

**ARTICLE II**

**PURPOSE**

The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

**ARTICLE III**

**LIMITATIONS**

**Section 1: Assets.** This Corporation is not organized, nor shall it be operated, for pecuniary gain or profit, and it does not contemplate the distribution of gains, profits or dividends of its Directors and is organized solely for nonprofit purposes. No part of the profits or net income of this Corporation shall ever inure to the benefit of any Director, officer or to any individual.

Upon the dissolution or winding up of the Corporation, after payment of, or provision for payment of, all debts and liabilities of this Corporation, the remaining assets shall be distributed to a nonprofit fund, foundation or corporation which has been formed to provide benefits or services for Butte County and which has established its tax exempt status under §501(c) of the Internal Revenue Code. If no such corporation as described above is in existence at the time of dissolution, then the remaining assets shall be distributed to a nonprofit fund, foundation or corporation, which has established its tax-exempt status under §501(c) of the Internal Revenue Code.

**Section 2: Construction.** Unless the context requires otherwise, the general provisions, rules of construction, and definitions in the California Nonprofit Corporation Law shall govern the construction of these Bylaws. Without limiting the generality of the preceding sentence, the masculine gender includes feminine and neuter, the singular includes the plural, the plural includes the singular, and the term "person" includes both a legal entity and a natural person.

## ARTICLE IV

### MEMBERS

**Section 1: Definitions.** This corporation shall have no members within the meaning of the California Nonprofit Corporation Law, pursuant to Corporation Code §7332(a).

**Section 2: Non-Voting Members.** The Corporation's Board of Directors may, in its discretion, admit individuals to one or more classes of non-voting members; the class or classes shall have such rights and obligations as the Board finds appropriate.

## ARTICLE V

### DIRECTORS

**Section 1: Number.** The corporation shall have nine (9) Directors. Each Director shall have one vote. A reduction in the number of Directors shall not result in any Director's being removed before his or her term of office expires.

**Section 2: Tenure.** Each Director of the corporation shall serve for a term of two years.

**Section 3: Initial Appointment.** The initial members of the Board of Directors shall be appointed by the incorporator of the corporation. The initial Directors shall serve for staggered terms of one or two years. At the first duly constituted meeting of the Board of Directors, the initial Board members shall draw lots to determine their individual terms.

**Section 4: Criteria.** An owner or management group which owns or manages multiple lodging businesses in Butte County may only have one (1) representative on the Board of Directors.

Among the nine (9) Directors:

- A. Three (3) Directors shall be representatives of businesses paying the Butte County Tourism Business Improvement District ("BCTBID") assessment within the City of Chico;
- B. Two (2) Directors shall be representatives of businesses paying the BCTBID assessment within the City of Oroville;
- C. One (1) Director shall be a representative of a business paying the BCTBID assessment within the Town of Paradise;
- D. One (1) Director shall be a representative of a business paying the BCTBID assessment within the unincorporated area of the County of Butte, the City of Gridley, or the City of Biggs; and
- E. Two (2) Directors shall be representatives of the community at large with an interest in Butte County's travel and tourism industry.

**Section 5: Annual Election.** Election of Directors shall take place at the annual meeting of the corporation. A call for nominations shall be sent to lodging businesses paying the BCTBID assessment. A nomination committee shall seek nominees and confirm their eligibility.

Directors shall be elected by the Board.



**Section 6: Powers.** Subject to the provisions and limitations of the California Nonprofit Mutual Benefit Corporation law, the provisions of the BCTBID Management District Plan, and any other applicable laws, and subject to any limitations of the Articles of Incorporation and these

Bylaws, the corporation's activities and affairs shall be managed, and all corporate powers shall be exercised by, or under the direction of, the Board.

**Section 7: Specific Powers.** Without prejudice to the general powers set forth in Article V, Section 6 of these Bylaws, but subject to the same limitations, the Board shall have the power to do the following:

- A. Appoint and remove, at the pleasure of the Board, all corporate officers, agents, and employees; prescribe powers and duties for them as are consistent with the law, the Articles of Incorporation, and these Bylaws; fix their compensation; and require from them security for faithful service.
- B. Change the principal office or the principal business office in the County of Butte from one location to another; cause the corporation to be qualified to conduct its activities in any other state, territory, dependency, or country; conduct its activities in or outside California; and designate a place in the County of Butte for holding any meeting of the Board.
- C. Borrow money and incur indebtedness on the corporation's behalf and cause to be executed and delivered for the corporation's purposes, in the corporate name, promissory notes, bonds, debentures, deeds of trust, mortgages, pledges, hypothecations, and other evidence of debt and securities.

**Section 8: Occurrence of Vacancies.** A vacancy or vacancies on the Board shall occur in the event of:

- A. The death, removal or resignation of any Director; or
- B. The declaration by resolution of the Board of a vacancy in the office of a Director who has been convicted of a felony, declared of unsound mind by a court order, or found by final order or judgment of any court to have breached a duty arising under Corporations Code §7238, the BCTBID Management District Plan, or other applicable laws; or
- C. An increase in the authorized number of Directors; or
- D. The failure of an election to elect the number of Directors required to be elected in that election; or
- E. A Director missing three regular meetings in a row and an affirmative vote by the remaining Directors to remove the absent Director; or
- F. A Director no longer meeting the criteria in Section 4 of this Article.

**Section 9: Filling Vacancies.** Vacancies on the Board may be filled by approval of the Board, or if the number of Directors then in office is less than a quorum, by either:

- A. The affirmative vote of a majority of Directors then in office at a meeting held according to the notice provisions of these Bylaws and the Ralph M. Brown Act; or
- B. A sole remaining Director.

**Section 10: Resignation of Directors.** Any Director may resign by giving written notice to the chair of the Board, if any, or to the President or the Secretary of the Board. The resignation shall be effective when the notice is given unless it specifies a later time for the resignation to become effective. If a Directors' resignation is effective at a later time, the Board may elect a successor to take office as of the date when the resignation becomes effective.

**Section 11: Removal of Directors.** Any Director may be removed, with or without cause, by the vote of the majority of the entire Board of Directors at a special meeting called for that purpose, or at a regular meeting, provided that notice of that meeting and of the removal questions are given as provided in Article VI.

**Section 12: Compensation and Reimbursement.** Directors shall serve as volunteers and shall not be compensated. Directors may be reimbursed for expenses, as the Board may establish by resolution to be just and reasonable to the corporation at the time that the resolution is adopted.

**Section 13: Advisors.** The Board may designate individuals to serve as advisors to the Board. Advisors will receive notice of meetings in the same manner as Directors but will not be considered Directors for any purpose including voting.

Advisors shall serve for a term of one (1) year and may be removed by the Board at any time. Advisors shall be voted on by the Board of Directors at the annual meeting. Advisors will be a representative from their place of business' location or from their service area. Advisors shall be removed from their position by missing three (3) consecutive regular meeting; they can send a representative in their stead. There shall be no more than two (2) Advisors per TBID member jurisdiction: from Oroville, Chico, and Paradise, and no more than one (1) Advisor per TBID member jurisdictions from Biggs, Gridley, and Unincorporated Butte County. ~~In addition, there shall be no more than two (2) Advisors representing a Butte County wide service area.~~

Advisors can join any one of the Advisory Committees unless expressly disallowed. As a member of a committee they will have the right to vote, at the committee level, on the recommendation of the committee.

Advisors may be called upon if a vacancy occurs on the Board of Directors.

## ARTICLE VI

### MEETINGS

**Section 1: Annual Meeting.** The annual meeting of the corporation shall be held at such time in March as the Board may fix from time to time. At the annual meeting, Directors shall be elected and other business may be transacted, subject to the provisions of these Bylaws. Notice of the annual meeting shall be posted at least seventy-two hours prior to the meeting in a publicly accessible location and on the Corporation's website, in accordance with the requirements of the Ralph M. Brown Act. Each notice shall state the general business to be transacted, and the day, time and place of the meeting.

**Section 2: Board of Directors Regular Meetings.** The Board shall meet quarterly on dates agreed upon by the Board. Notice of regular meetings shall be posted at least seventy-two hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act. Each such notice shall state the general business to be transacted, and the day, time and place of the meeting. Business may be transacted at any regular meeting of the Board in accordance with the requirements of the Ralph M. Brown Act.

**Section 3: Board of Directors Special Meetings.** Special meetings of the Board may be called by the President or any three Directors. Notice of special meetings shall be given to each Director stating the

time, place, and business to be discussed at least twenty -four hours before the time of the meeting specified in the notice. Notice shall be delivered to the Board personally or by any other means pursuant to Government Code §54956. Notice shall also be posted at least twenty-four hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act.

**Section 4: Notice of Meetings.** Notice of all meetings will be given in accordance with the provisions of the Ralph M. Brown Act, Government Code §54950 et. seq. The noticing provisions in these Bylaws shall be subject to any amendments of the Ralph M. Brown Act.

**Section 5: Place of Meetings.** All meetings of the corporation shall be held at such location in the County of Butte as may be determined by the Board.

**Section 6: Telephonic Appearance.** Teleconferencing, as authorized by §54953 of the Ralph M. Brown Act may be used for all purposes in connection with meetings. All requests for a telephonic appearance must be made to the President of the Board at least 72 hours in advance. Board Advisors can make the same request of the President. All votes taken during a teleconferenced meeting shall be by roll call. If teleconferencing is used, the Board shall post the agenda at all teleconference locations and conduct teleconference meetings in a manner that protects the statutory and constitutional rights of the parties or the public appearing before the Board. Each teleconference location shall be identified in the notice and agenda of the meeting, and each teleconference location shall be accessible to the public. During the teleconference, at least a quorum of the members of the Board shall participate from locations within the boundaries of Butte County. The agenda shall provide an opportunity for members of the public to address the legislative body directly pursuant to §54954.3 at each teleconference location.

**Section 7: Quorum.** At any meeting of the Board, five (5) of the Directors of the Board shall constitute a quorum. If less than a quorum is present at a meeting, a majority of the Directors present may adjourn the meeting from time to time without further notice other than announcement at the meeting, until a quorum shall be present. There shall be no voting by proxies or voting by absentia.

## ARTICLE VII

### OFFICERS

**Section 1: Offices Held.** The officers of the corporation shall be a President, a Vice President, a Secretary, a Treasurer, and such other officers as the Board may from time to time designate. All officers shall be Directors. Any number of offices may be held by the same person, except that the Secretary and the Treasurer may not serve concurrently as the President.

**Section 2: Election of Officers.** The officers of this corporation shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to the rights of any officer under any employment contract.

**Section 3: Term.** The President and Vice President shall be elected for a term of one (1) year or until their successors are elected and qualified. The Secretary and Treasurer shall be elected for a term of two (2) years or until their successors are elected and qualified.

**Section 4: Removal of Officers.** Without prejudice to the rights of any officer under an employment contract, the Board may remove any officer with or without cause.

**Section 5: Resignation of Officers.** Any officer may resign at any time by giving written notice to the Board. The resignation shall take effect on the date the notice is received or at any later time specified in the notice. Unless otherwise specified in the notice, the resignation need not be accepted to be effective. Any resignation shall be without prejudice to any rights of the corporation under any contract to which the officer is a party.

**Section 6: Vacancies in Office.** A vacancy in any office because of death, resignation, removal, disqualification, or any other cause shall be filled in the manner prescribed by these Bylaws for normal appointments to that office. However, vacancies need not be filled on an annual basis.

**Section 7: Responsibilities of President.** Subject to the control of the Board, the President shall be the executive officer of the Corporation and shall supervise, direct, and control the Corporation's activities, affairs, officers, and staff. The President shall preside at all meetings of the Board. The President shall have such other powers and duties as the board or the bylaws may require. Additionally, the President shall be authorized to sign checks, drafts, endorsements, notes and evidence of indebtedness of the Corporation issued by the Corporation.

**Section 8: Responsibilities of Vice President.** If the President is absent or disabled, the Vice President, if any, shall perform all duties of the President. When so acting, the Vice President shall have all powers of and be subject to all restrictions on the President. The Vice President shall have such other powers and duties as the board or the bylaws may require.

**Section 9: Responsibilities of Secretary.** The Secretary of the corporation shall have the following responsibilities:

- A. The Secretary shall keep or cause to be kept, at the corporation's principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, and of committees of the Board. The minutes of meetings shall include the time and place that the meeting was held; whether the meeting was annual, general, or special, and if special, how authorized; the notice given; the names of persons present at Board and committee meetings; and any action taken and the vote or abstention on that action of each Director present for the action.
- B. The Secretary shall keep or cause to be kept, at the corporation's principal office, a copy of the Articles of Incorporation and Bylaws, as amended to date.
- C. The Secretary shall keep or cause to be kept, at the corporation's principal office or at a place determined by resolution of the Board, a record of the Corporation's Directors, showing each Director's name, address, and business represented.
- D. The Secretary shall give, or cause to be given, notice of all meetings that these Bylaws require to be given. The Secretary shall keep the corporate seal, if any, in safe custody and shall have such other powers and perform such other duties as the Board or the Bylaws may require.
- E. The Secretary shall maintain, or cause to be maintained, the corporation's records in accordance with the requirements of the California Public Records Act, Government Code §6250 et seq.

**Section 10: Responsibilities of Treasurer.** The Treasurer of the corporation shall have the following responsibilities:

- A. The Treasurer shall keep and maintain, or cause to be kept and maintained, adequate and correct books and accounts of the corporation's properties and transactions. The Treasurer shall send or cause to be given to the Directors such financial statements and reports as are required to be given by law, by these Bylaws, by the BCTBID Management District Plan, or by the Board. The books of account shall be open to inspection by any Director at all reasonable times.
- B. The Treasurer shall deposit, or cause to be deposited, all money and other valuables in the name and to the credit of the corporation with such depositories as the Board may designate; shall disburse the corporation's funds as the Board may order; shall render to the President and the Board, when requested, an account of all transactions as Treasurer and of the financial condition of the corporation; and have such other powers and perform such other duties as the Board or these Bylaws may require.

**Section 11: Contracts with Directors.** A mere common Directorship does not constitute a material financial interest within the meaning of this Section. No contract or other transaction between the Corporation and one or more of its Directors, or between the Corporation and any domestic or foreign corporation, firm or association in which one or more of the Corporation's Directors has a material financial interest, is either void or voidable because such Director or Directors or such other corporation, business corporation, firm or association are parties or because such Director or Directors are present at the meeting of the Board or a Committee thereof which authorizes, approves or ratifies the contract or transaction if:

- A. The material facts as to the transaction and as to such Director's interest are fully disclosed or known to the Board of Directors and such contract or transaction is approved by the Board of Directors in good faith, with any membership owned by any interested Director not being entitled to vote thereon;
- B. The material facts as to the transaction and as to such Director's interest are fully disclosed or known to the Board or Committee, and the Board or Committee authorizes, approves, or ratifies the contract or transaction in good faith by a vote sufficient without counting the vote of the interested Director or Directors and the contract or transaction is just and reasonable as to the Corporation at the time it is authorized, approved or ratified; or
- C. As to contracts or transactions not approved as provided in A or B above, the person asserting the validity of the contract or transaction sustains the burden of proving that the contract or transaction was just and reasonable as to the Corporation at the time it was authorized, approved, or ratified.

**Section 12: Loans.** The corporation shall not loan any money or property to, or guarantee the obligation of, any Director or officer of the corporation. The corporation may advance money to a Director or officer for reasonable business expenses, provided that the Director or officer is entitled to reimbursement.

## ARTICLE VIII

### COMMITTEES

**Section 1: Establishment.** The Board, by resolution adopted by a majority of the Directors then in office, may create one or more committees, each consisting of two or more Directors, to serve at the pleasure of the Board. Appointments to committees of the Board shall be by majority vote of the Directors then in office. The Board may appoint one or more Directors as alternate members of such

committee, who may replace any absent member at any meeting. Any such committee shall have all the authority of the Board, to the extent provided in the Board resolution, except that no committee may do the following:

- A. Fill vacancies on the Board or any committee of the Board;
- B. Fix compensation of the Directors for serving on the Board or any committee;
- C. Amend or repeal Bylaws or adopt new Bylaws;
- D. Amend or repeal any resolution of the Board that by its express terms is not so amendable or repealable;
- E. Create any other committees of the Board or appoint the members of committees of the Board; or
- F. Expend corporate funds to support a nominee for Director if more people have been nominated for Director than can be elected; or
- G. With respect to any assets held in charitable trust, approve any contract or transaction between this corporation and one or more of its Directors or between this corporation and an entity in which one or more of its Directors have a material financial interest, subject to the approval provisions of Corporations Code §5233(d)(3).

**Section 2: Meetings and Actions of Committees.** Meetings and actions of committees shall be governed by, held, and taken under the provisions of these Bylaws concerning meetings and other Board actions, except that the time for general meetings of committees and calling of special meetings of committees may be set either by Board resolution, or if none, by resolution of the committee. Notice of committee meetings will be given in accordance with the provisions of the Ralph M. Brown Act. Minutes of each meeting shall be kept and shall be filed with the corporate records, and in accordance with the provisions of the California Public Records Act.

The Board may adopt rules for governance of any committee as long as the rules are consistent with these Bylaws. If the Board has not adopted rules, the committee may do so.

**Section 3: Ad Hoc Nominations Committee.** Each year the Board may appoint a Nominations Committee composed of at least three (3) Directors. Nominations for Directors shall be submitted in writing to the Nominations Committee not less than 60 days prior to the Annual Meeting. The recommendations of the Nominations Committee shall be submitted to the Board at least 30 days prior to the Annual Meeting, which recommendations will ensure compliance with Article V, Section 4. Election of Directors shall be conducted at the Annual Meeting.

**Section 4: Advisory Committees.** The Board may establish one or more advisory committees. The members of any advisory committee may consist of directors or advisors. Advisory committees may not exercise the authority of the Board to make decisions on behalf of the corporation, but shall be limited to making recommendations to the Board or the Board's authorized representatives and to implementing Board decisions and policies. Advisory committees shall be subject to the supervision and control of the Board.



## ARTICLE IX

### INDEMNIFICATION AND INSURANCE

#### **Section 1: Indemnification.**

- A. To the fullest extent permitted by law, this corporation shall indemnify its Directors and officers, and may indemnify employees and other persons described in the Corporations Code, including persons formerly occupying such positions, against all expenses, judgments, fines, settlements and other amounts actually and reasonably incurred by them in connection with any "proceeding," as that term is used in the Corporations Code, and including an action by or in the right of the corporation, by reason of the fact that the person is or was a person described in the Corporations Code. "Expenses," as used in these Bylaws, shall have the same meaning as in the Corporations Code.
- B. On written request to the Board by any person seeking indemnification under the Corporations Code, the Board shall promptly decide under that code whether the applicable standard of conduct set forth has been met, and if so the Board shall authorize indemnification.
- C. To the fullest extent permitted by law and except as otherwise determined by the Board in a specific instance, expenses incurred by a person seeking indemnification under these Bylaws in defending any proceeding covered by these Bylaws shall be advanced by the corporation before final disposition of the proceeding, on receipt by the corporation of an undertaking by or on behalf of that person that the advance will be repaid unless it is ultimately found that the person is entitled to be indemnified by the corporation for those expenses.

**Section 2: Insurance.** This corporation shall have the right, and shall use its best efforts, to purchase and maintain insurance to the full extent permitted by law on behalf of its officers, Directors, employees and other agents, to cover any liability asserted against or incurred by any officer, Director, employee, or agent in such capacity or arising from the officer's, Director's, employee's, or agent's status as such.

## ARTICLE X

### RECORDS

**Section 1: Maintenance.** This corporation shall keep all of the following records, either in written form or in any other form capable of being converted into clearly legible tangible form or in any combination of the two:

- A. Adequate and correct books and records of account; and
- B. Minutes of the proceedings of its Board and committees.

**Section 2: Inspection by Directors.** Every Director shall have the absolute right, at any reasonable time, to inspect the corporation's books, records, and documents of every kind, and to inspect the physical properties of the corporation. The inspection may be made in person or by the Director's agent or attorney. The right of inspection includes the right to copy and make extracts of books, records, and documents of every kind.

**Section 3: Articles and Bylaws.** This Corporation shall keep, at its principal office, the original or a copy of the Articles of Incorporation and Bylaws, as amended to the current date, that shall be open to inspection by Directors at all reasonable times during office hours.

**Section 4: Annual Reports.** The Treasurer of the corporation shall prepare and submit, or cause to be prepared and submitted, the following annual reports. The Treasurer shall keep, or cause to be kept, copies of all annual reports with the corporation's records. The two reports may be combined into one all-inclusive document.

- A. BCTBID Annual Report. The BCTBID annual report will be prepared and submitted in accordance with the provisions of Streets and Highways Code §36650 and the BCTBID Management District Plan.
- B. Corporation Annual Report. The Corporation annual report shall be prepared within 120 days after the end of the corporation's fiscal year. This section shall not apply if the corporation receives less than \$10,000 in gross revenues or receipts during the fiscal year. The report shall contain the following information in appropriate detail:
  - 1. A balance sheet as of the end of the fiscal year, an income statement, and statement of cashflows for the fiscal year, accompanied by an independent accountant's report, or if none, by the certificate of an authorized officer of the corporation that they were prepared without audit from the corporation's books and records;
  - 2. A statement of the place where the names and addresses of current Directors are located; and
  - 3. Any other information required by these Bylaws or the Board.

**Section 5: Annual Statement.** As part of the annual report, or as a separate document if no annual report is issued, the corporation shall annually prepare and mail, deliver or send by electronic transmission to its Directors a statement of any transaction or indemnification of the kinds in subparagraph B below within 120 days after the end of the corporation's fiscal year.

- A. The statement shall include:
  - 1. A brief description of the transaction;
  - 2. The names of interested persons involved and their relationship to the corporation;
  - 3. The nature of interested persons in the transaction;
  - 4. The amount of the interested persons' interest, except that in a partnership in which such person is a partner, only the partnership interest need be stated.
- B. Transactions included in the statement shall be those transactions:
  - 1. To which the corporation or its subsidiary was a party;
  - 2. Which involved more than \$50,000 or was one of a number of such transactions with the same person involving, in the aggregate, more than \$50,000; and
  - 3. In which either of the following interested persons had a direct or indirect material financial interest (a mere common Directorship is not a material financial interest):
    - a. Any Director or officer of the corporation;
    - b. Any holder of more than 10 percent of the voting power of the corporation.



## **ARTICLE XI**

### **OPERATIONS AND ADMINISTRATION**

**Section 1: Fiscal Year.** The fiscal year of the corporation shall begin on January 1 and end on December 31 of each year.

**Section 2: Funds.** All funds of the corporation shall be deposited in such banks, trust companies, or other reliable depositories as the Board from time to time may determine. All checks, drafts, endorsements, notes and evidence of indebtedness of the corporation shall be signed by such officers or agents of the corporation and in such manner as the Board may determine from time to time. Endorsements for deposits to the credit of the corporation shall be made in such manner as the Board may determine from time to time.

**Section 3: Contracts.** The President or any other officer or agent specifically authorized by the Board may, in the name of and on behalf of the corporation, enter into those contracts or execute and deliver those instruments that are specifically authorized by the Board. Without the express and specific authorization of the Board, no officer or agent may enter into any contract or execution or deliver any instrument in the name of or on behalf of the corporation.

**Section 4: Brown Act Compliance.** To the extent that the Corporation is subject to the open meeting requirements of the Ralph M. Brown Act, then the Board will comply with the provisions of Government Code §54950 through and including §54961. Accordingly, the Owner's Association shall publicly report any action taken and the vote or abstention on that action of each Director present for the action. To the extent that any provisions of these Bylaws are inconsistent with the Ralph M. Brown Act, the provisions of said Act shall prevail. In the event the Corporation is not required to comply with the Brown Act, then the Board will not endeavor to meet the requirements of the Brown Act.

## **ARTICLE XII**

### **AMENDMENT**

Except as otherwise provided herein, and subject to the power of Directors to amend or repeal the Bylaws, these Bylaws may be altered, amended or repealed and new Bylaws may be adopted by an affirmative vote of a majority of the Directors present at any regular or special meeting, a quorum being assembled, provided that written notice of such meeting, setting forth in detail the proposed revision(s) and explanation(s) therefore, be given not less than 7 days prior to such meeting.

## CERTIFICATE OF SECRETARY

I, ~~Dori Franklin~~, certify as follows:

1. I am the duly elected and acting Secretary of Explore Butte County, a California Nonprofit Mutual Benefit Corporation;
2. That these Bylaws, consisting of 12 pages, inclusive, are the Bylaws of the corporation as adopted by the Board of Directors on ~~August 9, 2018~~;
3. That these Bylaws have not been amended or modified since that date.

\_\_\_\_\_, Secretary of the Board

# Explore Butte County

## STRATEGIC PLAN

Plan Name

Overall Plan Champion

2020 Plan

None

### Section 1: Our Compass

#### Mission Statement

To promote Butte County as a visitor destination through a variety of marketing programs that generate room nights, hotel revenues and TOT for the properties participating in the TBID.

#### Vision Statement

To develop and implement county-wide tourism programs that position Butte County as a year-round travel destination that provides a quality visitor experience while working in harmony with the values of the community.

#### Goals (taken from formation documents)

Increase tourism spending and hotel revenue in Butte County by effectively promoting tourism that optimizes Butte County's assets, including its location, recreation, agriculture and history while contributing to economic prosperity and regional development and supporting the attributes of the communities participating in the TBID (Chico, Oroville, Paradise, Biggs, Unincorporated County areas).

### Section 2: Our Actions

## Focus Area I: Board Development

Focus Area Champions: Bruce Spangler and Carolyn Denero

**Goal A BOARD EDUCATION:** Implement an On-Boarding System for New Members so that all directors and advisors can accurately understand EBC and their roles on the BOD with 80% or better accuracy.

Status: Not Started

Due:  
12/31/2020

Goal Champions:  
Bruce Spangler  
and Carolyn  
Denero

Goal Key Team Members:  
None

Last status update on Fri, Jul 24 2020 by Scott Winter

### Key Action Items

- |                          |  |                    |  |
|--------------------------|--|--------------------|--|
| <input type="checkbox"/> | 1. Create outline of what should be in the new member on-boarding plan | Due:<br>08/14/2020 | Person<br>Responsible:<br>Carolyn Denero |
|--------------------------|--|--------------------|--|

#### Notes

Ideas for this:

- mission, vision, goals, history
- login to Mission Met
- Agreement for their time and/or financial commitment
- Mission of the organization vs. marketing plan and goals
- Copy of MDP
- Copy of bylaws
- Copy of Strategic Marketing Plan
- And/or access to those things with digital login.
- How to use the website
- Social media channels - they should be following us
- Dates/times to become a CTA
- conflict of interest statement
- what does "

- |                          |  |                    |                                |
|--------------------------|--|--------------------|--------------------------------|
| <input type="checkbox"/> | 2. Develop the materials for the handbook, review and create printed and digital versions. | Due:<br>10/01/2020 | Person<br>Responsible:<br>None |
| <input type="checkbox"/> | 3. Create training guide for on-boarding.  | Due:<br>11/30/2020 | Person<br>Responsible:<br>None |

#### Notes

This should be done so that all who are on-boarded can answer a post-onboarding survey with 80% accuracy.

- |                          |   |                    |                                |
|--------------------------|---|--------------------|--------------------------------|
| <input type="checkbox"/> | 4. All Directors and Advisors Attend a Virtual On-Boarding Meeting to Review Data | Due:<br>12/30/2020 | Person<br>Responsible:<br>None |
|--------------------------|---|--------------------|--------------------------------|

#### Notes

Annually this will be done immediately after the annual board meeting.

Goal would be to have all directors and advisors fully versed by April 1st annually.

Measurement - all directors and advisors complete a survey after orientation and must answer 80% of the questions correctly.

Create the measurement tool. (Should include how/where to access EBC data. Following our channels. Know how to communicate and participate)

Attachments

External Links

No Attachments yet

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

Notes

No Goal Notes

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**Goal B BOARD FLOW:** Implement a written plan for board succession, retention & recruitment so board members stay involved for longer than their 1 or 2 year terms.

Status: Not Started

Due:  
12/31/2020

Goal Champion:  
None

Goal Key Team Members:  
None

Last status update on Thu, Jul 30 2020 by Carolyn Denero

Key Action Items

- ☐ 1. Create new policy for board succession. Due: None Person Responsible: None

Notes

Term limits?

Enforceable job descriptions?

Do we need this? Are we happy with how things are?

Does it help us or hinder us that we don't have more engagement?

- ☐ 2. Create plan making people want to stay on the board and/or stay involved. Due: None Person Responsible: None

Notes

Do a survey - what is their expectation? Satisfaction survey. satisfied with flow of information, time commitment, believe in what we do as an organization, can feel valuable

Do they want to do outreach?

Do they want swag?

Do they want recognition for themselves or their organization?

Do they want free lunch?

- ☐ 3. Invite more people to see what we do Due: 03/11/2021 Person Responsible: None

Notes

In order for more people to want to participate they need to see what we do.

Each board member will be responsible for bringing 1-2 new people to a board meeting each year.

Each board member should put forward 1-3 people every year they think would be an asset to the board; include a broader group of people involved in travel and tourism.

Attachments

No Attachments yet

External Links

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

Notes

No Goal Notes

## Goal C INVOLVEMENT: Empower members to be more involved and hold them accountable

Status: Not Started	Due: 12/31/2020	Goal Champion: None	Goal Key Team Members: None
---------------------	--------------------	------------------------	--------------------------------

Last status update on Thu, Jul 30 2020 by Carolyn Denero

### Key Action Items

- |                          |  |              |                             |
|--------------------------|--|--------------|-----------------------------|
| <input type="checkbox"/> | 1. Identify all committee and opportunities to be involved | Due:<br>None | Person Responsible:<br>None |
|--------------------------|--|--------------|-----------------------------|

Notes  
marketing committees w/ responsibilities  
volunteer to work our outreach booth  
present to their own networks  
board recruitment, invite a guest and/or speaker

Attachments	External Links
No Attachments yet	No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

Notes

No Goal Notes

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## Focus Area II: Data Management

Focus Area Champions: Ben North and Carolyn Denero

Long-term Vision:

All of our decisions are driven by data!

**Goal A CURRENT STATE INVENTORY:** Take inventory of what we are currently measuring and why. Information should be included in all project profiles and should align with current strategic goals.

Status: Not Started	Due: 09/01/2020 - 12/31/2020	Goal Champion: None	Goal Key Team Members: None
---------------------	------------------------------------	------------------------	--------------------------------

Last status update on Thu, Jul 30 2020 by Carolyn Denero

### Key Action Items

- |                          |                           |              |                             |
|--------------------------|---------------------------|--------------|-----------------------------|
| <input type="checkbox"/> | 1. Inventory our actions. | Due:<br>None | Person Responsible:<br>None |
|--------------------------|---------------------------|--------------|-----------------------------|

Notes  
Includes owned, earned and paid for channels.  
Outline all that we're doing, include the cost.  
Identify the metrics available to us and how we're using them.  
Identify if there are better ways to measure the same thing.  
Create a baseline.

- |                          |  |              |                             |
|--------------------------|--|--------------|-----------------------------|
| <input type="checkbox"/> | 2. Evaluate the current measures and determine if they are the right measures for our strategic goals. | Due:<br>None | Person Responsible:<br>None |
| Notes                    |  |              |                             |

For example, is using google analytics the best way to measure traffic to the website. If so, then what are we doing with the data and is there more we can do with it? Then set the goal for how we're going to track and report the data and how we can use that data to support our goals.

#### Attachments

No Attachments yet

#### External Links

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

#### Notes

Are we measuring things that make sense for our marketing needs.

Need to articulate why we are measuring all the things we are measuring and then determine if we are using that data to make decisions.

Those will be yes/no answers. If yes - need to describe how we're using it and if there is a better way to communicate the same data.

---

### Goal B DATA GOALS: Create matrix to monitor goals

Status: Not Started

Due:  
None

Goal Champion:  
None

Goal Key Team Members:  
None

Last status update on Mon, Aug 17 2020 by Carolyn Denero

#### Key Action Items

No Action Items

#### Attachments

No Attachments yet

#### External Links

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

#### Notes

Create baseline and "why" we're collecting data.

Each new action should have a measurable goal with information on what we are trying to increase or decrease.

All data should be tracked, analyzed, used to make informed decisions about our actions and strategy.

---

### Goal C SHARING DATA: Determine what data should be shared out and when

Status: Not Started

Due:  
None

Goal Champion:  
None

Goal Key Team Members:  
None

Last status update on Mon, Aug 17 2020 by Carolyn Denero

#### Key Action Items

No Action Items

#### Attachments

No Attachments yet

#### External Links

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

#### Notes

If we are going to use data to measure our progress, we need to determine what information we own, share and how we do that.

Create a policy for this and the appropriate channels to share data. This will support our other goals of brand building and creating more partnerships.

### Focus Area III: Strong Local Partnerships

Focus Area Champions: Alicia Salas and Nicole Johansson

Focus Area Team Members: Analise Uhlig, Carolyn Denero, and John Pearson

**Goal A** Educate in-market businesses about EBC so they become an extension of our messaging (and help elevate EBC as the singular travel authority for Butte County)

Status: Not Started

Due:  
11/30/2020

Goal Champion:  
Alicia Salas

Goal Key Team Members:  
None

Last status update on Tue, Jul 28 2020 by Alicia Salas

#### Key Action Items

- |                          |  |                    |                             |
|--------------------------|--|--------------------|-----------------------------|
| <input type="checkbox"/> | 1. Identify the business sectors we want to reach and distinguish how they are the same and different.<br><br>Notes<br>Stakeholders - privately owned businesses who have a stake in the growth of travel and tourism to Butte County (non-lodging)<br>Lodging - businesses who directly support the TBID<br>CTA's and other people who want to sell Butte County (realtors, recruiters, developers)                           | Due:<br>09/30/2020 | Person Responsible:<br>None |
| <input type="checkbox"/> | 2. Create printed and digital information that informs this group about EBC and describes how they can participate.<br><br>Notes<br>Items that can be delivered with Alicia does outreach.<br>How are we supporting the business and the travel and tourism sector.<br>Can we quantify our value for a marketing partnership?<br>If they partner with us what do we want from them in return?<br>Is there a value proposition? | Due:<br>11/30/2020 | Person Responsible:<br>None |
| <input type="checkbox"/> | 3. Determine the best way to measure the growth of these partnerships.<br><br>Notes<br>Number of new CTAs in a year.<br>Number of people who participate in lunch & learns.<br>Do a current-state survey and plan for a follow up survey in 12 months.<br>See an increase in traffic with custom codes used by partners - to measure their effectiveness.  | Due:<br>09/30/2020 | Person Responsible:<br>None |
| <input type="checkbox"/> | 4. Participate on boards and networking groups<br><br>Notes<br>Where should we spend our time?<br>Create a matrix of how best to spend our time.<br>Are both groups getting something out of it. Our time is a precious resource.  | Due:<br>01/01/2021 | Person Responsible:<br>None |

Attachments

External Links



No Attachments yet

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

Notes

No Goal Notes

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**Goal B** Identify and collaborate with private, corporate sponsors, who share our values, to secure funding to elevate Butte County as a travel and tourism destination.

Status: Not Started

Due:  
10/31/2020

Goal Champion:  
Nicole  
Johansson

Goal Key Team Members:  
Analise Uhrig

Last status update on Thu, Jul 30 2020 by Carolyn Denero

Key Action Items

- |  |  |                    |                             |
|--|--|--------------------|-----------------------------|
| <input type="checkbox"/>   | 1. Identify EBC values (for corporate partners) and list corporate sponsors who may be in alignment. | Due:<br>10/31/2020 | Person Responsible:<br>None |
| Notes  |  |                    |                             |
| Based on EBC being an explorer brand with the recently identified tone and voice, identified partners should be in alignment.  |  |                    |                             |
| Partnering with Miller Brewing Co, for example, might be the wrong partnership with Sierra Nevada Brewery is located in Butte County if we don't have a written plan for how we determine who are partners should and should NOT be. |  |                    |                             |

Attachments

External Links

No Attachments yet

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

Notes

Are there businesses we want to partner with who will give us money to support our efforts?  
Private funding will allow us to do more beyond the traditional scope of supporting lodging.

---

**Goal C** EDUCATE LOCAL LEGISLATORS: Ensure our representatives know what EBC does and why travel and tourism is a significant economic driver for the area.

Status: Not Started

Due:  
02/28/2021

Goal Champion:  
None

Goal Key Team Members:  
None

Last status update on Thu, Jul 30 2020 by Carolyn Denero

Key Action Items

- |                          |  |                    |                             |
|--------------------------|--|--------------------|-----------------------------|
| <input type="checkbox"/> | 1. Identify all of our representatives and their platforms   | Due:<br>09/30/2020 | Person Responsible:<br>None |
| <input type="checkbox"/> | 2. Schedule a face to face meeting with them or their staffer to educate them about the economic impact of T&T and why we need them to understand our position | Due:<br>11/30/2020 | Person Responsible:<br>None |

- |  |                    |                             |
|--|--------------------|-----------------------------|
| <input type="checkbox"/> 3. Invite them to speak to T&T sector by something we facilitate. | Due:<br>11/30/2020 | Person Responsible:<br>None |
|--|--------------------|-----------------------------|

#### Attachments

No Attachments yet

#### External Links

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

#### Notes

Want to make sure they make decisions that support our travel and tourism industry.

And want them to take our calls because they understand that we are speaking on behalf of an entire industry not just a few businesses.

**Goal D LOCAL JURISDICTIONS (CITY GOVERNMENTS AND LEADERS):** Educate local city leaders about EBC so we can work collaboratively to build the infrastructure necessary to attract and sustain the travel and tourism market on a county-wide scale.

Status: Not Started

Due:  
01/31/2021

Goal Champion:  
None

Goal Key Team Members:  
None

Last status update on Thu, Jul 30 2020 by Carolyn Denero

#### Key Action Items

- |   |                    |                             |
|---|--------------------|-----------------------------|
| <input type="checkbox"/> 1. Schedule quarterly meetings to update the city managers about our efforts.  | Due:<br>12/31/2020 | Person Responsible:<br>None |
| <input type="checkbox"/> 2. Create a bi-monthly collaboration of parks departments to discuss what they are doing so we can identify overlap and/or partnership opptys. | Due:<br>10/31/2020 | Person Responsible:<br>None |
| <input type="checkbox"/> 3. Identify county-wide projects EBC wants to champion but require infrastructure and city buy in and start pitching the ideas.                | Due:<br>11/30/2020 | Person Responsible:<br>None |

#### Notes

Film Commission - work together to elevate the county and region on various levels. All jurisdictions receive the economic impact. EBC can operate as the neutral party to move things amongst all jurisdictions. And measure the value of the new business brought here.

#### Attachments

No Attachments yet

#### External Links

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

#### Notes

Get everybody on the same page. Why are we different, why are we the same, how can we work on similar projects that can be branded similarly to elevate Butte as a travel destination?

**Goal E CTAS:** Begin zoom lunch & learns = retention, turn back into our field trips quarterly. Virtual tours.

Status: Not Started

Due:

Goal Champion:

Goal Key Team Members:

Last status update on Tue, Aug 4 2020 by Alicia Salas

#### Key Action Items

- |                          |   |                 |                          |
|--------------------------|---|-----------------|--------------------------|
| <input type="checkbox"/> | 1. Board is required to refer 6 people per year to become certified per year (they must be certified) | Due: 08/31/2021 | Person Responsible: None |
| <input type="checkbox"/> | 2. Build a better tool for recruitment . Id if what we have is working or not.                        | Due: 09/30/2020 | Person Responsible: None |
| <input type="checkbox"/> | 3. Build a plan for "selling" the CTA program.  | Due: 08/31/2020 | Person Responsible: None |

#### Attachments

No Attachments yet

#### External Links

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

#### Notes

- Collaboration
  - Videos/media partnership. "Live on the scene". Potential for sharing content with the EBC brand (as trained during CTA) front and center?
  - They are going to be well-informed about Butte County so they can share the best of it to elevate it when interacting with visitors and guests.

---

**Goal F LODGING:** Create a printed version of who EBC is and how we support hotels and how they can be involved in our efforts

Status: Not Started

Due:  
10/31/2020

Goal Champion:  
Carolyn Denero

Goal Key Team Members:  
Ashley Baer

Last status update on Tue, Aug 4 2020 by Alicia Salas

#### Key Action Items

- |                          |  |           |                                  |
|--------------------------|--|-----------|----------------------------------|
| <input type="checkbox"/> | 1. Annually have hand-outs to give guests                                | Due: None | Person Responsible: Alicia Salas |
| <input type="checkbox"/> | 2. Elevate EBC when visitors show up = EBC becoming the travel authority | Due: None | Person Responsible: Alicia Salas |

#### Attachments

No Attachments yet

#### External Links

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

#### Notes

No Goal Notes

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## Focus Area IV: Build Brand Momentum

Focus Area Champions: Ashley Baer and John Pearson

Focus Area Team Members: Carolyn Denero and Nicole Johansson

### Goal A BRAND INTEGRITY: Define EBC's brand integrity to clarify organizational goals and decision-making processes

Status: Not Started

Due:  
02/28/2021

Goal Champion:  
Ashley Baer

Goal Key Team Members:  
Shelly James and John  
Pearson

Last status update on Thu, Jul 30 2020 by Ashley Baer

#### Key Action Items

- |                          |  |                    |                                       |
|--------------------------|--|--------------------|---------------------------------------|
| <input type="checkbox"/> | 1. BRAND NARRATIVE: Write the consumer-facing narrative about Explore Butte County for inclusion on the EBC website and social media bios  | Due:<br>12/15/2020 | Person<br>Responsible:<br>Ashley Baer |
| <input type="checkbox"/> | 2. BRAND FAQ: Create an Explore Butte County FAQ document that includes 5-10 of the most commonly asked questions about and their answers  | Due:<br>12/31/2020 | Person<br>Responsible:<br>Ashley Baer |
| <input type="checkbox"/> | 3. BRAND INTEGRITY: Go through brand integrity process to create decision-making guidelines and train the EBC board so that 100% understand EBC's brand integrity and new guidelines with at least 80% accuracy. | Due:<br>02/28/2021 | Person<br>Responsible:<br>Ashley Baer |

#### Attachments

No Attachments yet

#### External Links

- This Not That

What dates/times will the goal team meet?

No Meeting Dates/Times set

#### Notes

No Goal Notes

---

### Goal B MARKETING: Build marketing momentum for better engagement and ROI

Status: Not Started

Due:  
08/01/2021

Goal Champion:  
Ashley Baer

Goal Key Team Members:  
Shelly James and Carolyn  
Denero

Last status update on Thu, Jul 30 2020 by Ashley Baer

#### Key Action Items

- |                          |   |                    |  |
|--------------------------|---|--------------------|--|
| <input type="checkbox"/> | 1. MEDIA ACTIVATION: Activate an "always on" media campaign based on monthly themes and/or events | Due:<br>08/01/2021 | Person<br>Responsible:<br>Carolyn Denero |
| <input type="checkbox"/> | 2. ANNUAL MARKETING PLAN: Create an annual marketing plan/strategy for Aug. 2021-Aug. 2022        | Due:<br>03/31/2021 | Person<br>Responsible:<br>Ashley Baer    |
- Notes

Plan should include:

- PR strategies
- Advertising goals (# impressions, earned, owned, etc.)
- Strategic looks at what makes sense seasonally
- Looking at where we need to drive the traffic (weekends, shoulder season)
- Long-, mid-, and short-lead for seasons

Will outline an Aug 2021-Aug 2022 media plan

Attachments

No Attachments yet

External Links

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

Notes

No Goal Notes

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### Goal C VISUAL BRAND MANAGEMENT AND PROMOTION: Create and launch an Explore Butte County Photography program with at least 5 ambassadors.

Status: Not Started

Due:  
03/31/2021

Goal Champion:  
Ashley Baer

Goal Key Team Members:  
Ben North

Last status update on Thu, Jul 30 2020 by Ashley Baer

Key Action Items



1. Create EBC Photography  
Ambassador 1-Sheet

Due:  
11/30/2020

Completion Percentage:  
45%

Person  
Responsible:  
Ashley Baer

Attachments

No Attachments yet

External Links

- Basis for  
Ambassador  
Program - Visit  
Clarksville

What dates/times will the goal team meet?

No Meeting Dates/Times set

Notes

Should include at least 5 Butte County photographers, representing a cross-section of the county

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### Goal D VISUAL BRAND MANAGEMENT AND PROMOTION: Update EBC collateral for uniformity and consistency, including the fold-out map, 5 existing rack cards, and the new "kid-friendly" rack card.

Status: Not Started

Due:  
02/28/2021

Goal Champion:  
Ashley Baer

Goal Key Team Members:  
None

Last status update on Thu, Jul 30 2020 by Ashley Baer

Key Action Items



1. Update existing rack card language

Due:  
09/15/2020

Completion Percentage:  
75%

Person  
Responsible:  
Ashley Baer

<input type="checkbox"/>	2. Write "Kids Welcome" rack card copy	Due: 09/30/2020	Completion Percentage: 90%	Person Responsible: Ashley Baer
<input type="checkbox"/>	3. Review and edit map copy; update as needed	Due: 11/16/2020		Person Responsible: Ashley Baer

#### Attachments

No Attachments yet

#### External Links

No Links yet

What dates/times will the goal team meet?

No Meeting Dates/Times set

#### Notes

Existing 5 persona rack cards, including new imagery and edited copy, and create the 6th "Kids Welcome" rack card, all to have standardized sizing and uniform styling/branding

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## Focus Area V: Grow Innovative Markets

Focus Area Champion: Carolyn Denero

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MISSION  
— MET