

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

March 11, 2021

Time: 12:00 p.m. – 2:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/87017614518?pwd=NU9JME05cksvTE9mTGp4d3pRUGREdz09>

Dial in: 669-900-9128

Meeting ID: 870 1761 4518

Passcode: 396334

AGENDA – FINAL

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 January 14, 2021

2.2 Approval of January and February 2021 financials

2.3 Tourism Committee Policy Update

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 CHICO TOURISM COMMITTEE UPDATE AND RECOMMENDATION (Meeting Minutes Attached) – Analise Uhrig

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

The Chico Tourism Committee convened for their first meeting on February 19, 2021 to discuss the plan for allocating and spending Chico zone marketing funds earned in 2020. The total amount of zone marketing for the 2021 project year is \$58,714.53.

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Due to the current COVID environment the committee does not want to plan for the full budget spend, especially if there is future opportunity to support events later in the year. Additionally, the committee agreed that Chico Parks Department is a City entity and for equity Chico Area Recreation District (CARD) should have a voting seat and City Parks should move to the first alternate voting position.

Recommendation: *To designate \$20,000 of the budget in the following ways: \$10,000 to support Downtown Chico Business Association with marketing for various live events in 2021; \$10,000 to purchase a QR code program that would allow Chico restaurants to transition from paper menus to digital versions to increase health & safety standards. Any remaining funds from the \$10,000 QR code program would be spent on wayfinding signage as needed.*

Recommendation: *To update the board-approved voting seats for Chico to move CARD into a voting position and move Chico Parks into the first alternate position for transparency and equity.*

4.2 OROVILLE TOURISM COMMITTEE UPDATE (Minutes Attached) – Amber Miland

Strategic Goal: Build Brand Momentum & Strong Local Partnerships

The Oroville Tourism Committee convened for the first time on February 19th to discuss the plan for spending the estimated \$20,000 of Oroville zone marketing earned in 2020. The committee had varying ideas and asked for more time to consider and then reconvene in March to determine a spending plan.

Recommendation: *No recommendation at this time.*

4.3 MARKETING COMMITTEE UPDATE (Minutes Attached) – John Pearson

Strategic Goal: Build Brand Awareness

January committee meeting: The subscription with SeeSource (big data) began January 1 and offers a glimpse of how visitors interact with Butte County and various points of interest. The committee reviewed the current points of interest and fine-tuned the last data points as part of the subscription. Committee is still working on how to use the data to share information with stakeholders on an on-going basis.

Review of monthly reports and deep-dive into KPIs being tracked. Need to tighten focus on bounce rates. Strategy being built for increasing this KPI.

John, Bruce and Carolyn will comprise the Mobile Visitor Center research team.

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February committee meeting: Meeting was spent reviewing the results of paid media campaigns from November through end of January. (Top-line results in board packet.) All campaigns over-delivered and drove significant web-traffic. Restaurant Week campaign over-delivered on all paid media, as well as over-performed live activation and participation at restaurants.

Reviewed the agency's proposed budget spend for 2021 in order to finalize and prepare for all upcoming spending. Item of note – committee approved a partnership buy with Entercom Communications for a drive-market activation to support the Hike Butte campaign. This will be our first radio activation out of market and will begin at the end of March to run through April.

Recommendation: *No recommendations, information purposed only.*

4.4 NOMINATION OF DIRECTORS FOR EXPIRING BOARD OF DIRECTOR SEATS

Strategic Goal: Board Development

Per Explore Butte County bylaws, "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."

A call for nominations was deployed per requirements. The Nominating Committee has reviewed all nominations for expiring seats and makes the following recommendation:

- Mohammad Billah – incumbent, University Inn representing Chico Lodging
- Haroon Saddique – incumbent, Best Western Paradise Hotel representing Paradise Lodging
- Jasmin Wilson – Dahl's Motel representing Oroville Lodging

There were no nominations for the additional voting seat representing Gridley, Biggs and Unincorporated County.

Recommendation: *To accept the slate of directors as recommend by the Nominating Committee.*

4.5 NOMINATION OF OFFICERS OF THE BOARD

Strategic Goals: Board Development

Per Explore Butte County bylaws, "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

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of offices may be held by the same person, except that the Secretary and the Treasurer may not serve concurrently as President.

"The officers of this corporation shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to rights of any officer under any employment contract.

"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."

During this March 2021 election, President, Vice President and Secretary officers need to be filled. Mohammad Billah has one year left at position of Treasurer. (Full officer descriptions are included in the board packet.)

Recommendation: *To call for nominations for officers of the Board.*

4.6 NOMINATION OF ADVISORS FOR THE ADVISORY BOARD, ALL CURRENT SEATS EXPIRE DURING THE ANNUAL MEETING

Strategic Goals: Board Development

Per Explore Butte County bylaws, "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 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 meetings; they can send a representative in their stead. There shall be no more than two (2) Advisors per TBID member jurisdiction representing Oroville, Chico and Paradise and no more than one (1) Advisor representing Biggs, Gridley and Unincorporated County."

The Nominating Committee has reviewed all nominations for open seats and makes the following recommendation:

- Heather Ugie – Chico Chamber of Commerce representing Chico
- Melanie Basset – Downtown Chico Business Association representing Chico
- Victoria Anton – Feather River Recreation and Parks District representing Oroville

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- Holly Jorgensen – Sacramento River Watershed Program representing Oroville
- Melissa Schuster – Paradise Chamber of Commerce representing Paradise
- Colette Curtis – Town of Paradise representing Paradise
- Jennifer Leonard – Almendra Winery & Distillery representing Unincorporated County
- Marci Shadd – The Colonia Building representing Biggs

Recommendation: *To accept the slate of advisors as recommend by the Nominating Committee.*

4.7 APPOINTMENT TO COMMITTEES FOR THE PROGRAM YEAR

Strategic Goals: Board Development

Explore Butte County has one standing committee and various ad hoc committees that are convened each year. Instead of waiting for a board meeting to convene these committees it was requested that committee members be appointed during the annual meeting so that work can be done as needed throughout the year. Information for each committee is included in the board packet.

Recommendation: *To appoint directors and advisors to the marketing committee, ad hoc budget committee and ad hoc nominating committee. There shall be no board majority on any of the stated committees and a committee chairperson should be designated.*

5. REPORTS AND COMMUNICATIONS

5.1 BRAND WORK UPDATE *Ashley Baer*

5.2 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

5.3 ITEMS FOR MAY BOARD MEETING

- Board Suggestions

6. ADJOURNMENT

Next regular board meeting is scheduled for May 13, 2021.

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EXPLORE BUTTE COUNTY REGULAR BOARD MEETING

January 14, 2021

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 12:01 pm. Introductions.

Present – Directors: Spangler, Isenberg, Uhrig, Saddique, Johansson, Pearson, Billah*. Advisors: Anton, Feldman, Lynda Gizzi (for City of Chico), Leonard, Schuster, Ugie, Taylor*.

Absent – Director Paragji. Advisors: Bassett, North.

Guests – Kathryn Mathes, City of Chico; Shelly James, PorterCo; Pat Macias, monca.

Staff – Denero

*late arrival

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of November 12, 2020

2.2 Approval of November and December 2020 financials

A motion was made by Director Pearson and seconded by Director Isenberg to approve the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Saddique, Johansson, Pearson

NOES: None

ABSTENTIONS: None

3. **PUBLIC COMMENT**

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Bruce Spangler: would like lodging to know that there is a continuous phone scam of a man calling the front desk and trying to get staff to get cash for a FedEx order that is coming in late at night.

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.

A motion was made by Director Johansson and seconded by Director Pearson to approve the 2021 draft budget as presented.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Saddique, Johansson, Pearson

NOES: None

ABSTENTIONS: None

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.

A motion was made by Director Pearson and seconded by Director Spangler to approve the contract with Jason Weinrich for videography services for the 2021 calendar year, not to exceed \$60,000.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Saddique, Johansson, Pearson

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NOES: None

ABSTENTIONS: None

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

(Director Billah and Advisor Taylor joined meeting at this time.)

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.

A motion was made by Director Johansson and seconded by Director Spangler to begin the process of procuring and outfitting a mobile visitor center. The timeline of the project would put the vehicle in market and ready to deploy by late 3rd quarter or 4th quarter of 2021. The marketing committee will do the research and make recommendations to the full board before the final purchase and outfitting. Project not to exceed \$150,000 from unrestricted net assets.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

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

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packet. This may also be an opportunity to create an ad hoc committee to review bylaws as the organization has shifted to a DMMO.

A motion was made by Director Pearson and seconded by Director Uhrig to accept the bylaw revisions to be more inclusive of Gridley.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

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.

Update given. No action required.

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.

Director Spangler encouraged all board members to help lead the strategic goals as outlined in the strategic plan. No action required.

5. REPORTS AND COMMUNICATIONS

5.1 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

5.2 ITEMS FOR MARCH BOARD MEETING

- Update on brand work
- Update on marketing plan
- Event promoters to better understand what event-organizers are planning for 2021 to understand how year will unfold

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6. CLOSED SESSION

Public was asked to leave the meeting so closed session could begin. Directors entered closed session at 1:12 pm.

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

Directors moved back into open session to report the following: a new line item will be added to this and subsequent budgets to be named "year end bonus". Denero to adjust other line items to allow for a total of \$3,000 to be allocated to bonuses based on an evaluation criterion yet to be created. Evaluations should guide the bonus amount and will include the creation of a bonus evaluation for executive director as well as staff.

7. ADJOURNMENT

Meeting was adjourned at 1:57 pm.

Minutes respectfully submitted by Carolyn Denero.

Explore Butte County Balance Sheet As of January 31, 2021

	Jan 31, 21
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,127,578.26
Total Checking/Savings	1,127,578.26
Total Current Assets	1,127,578.26
Fixed Assets	
1500 · Furniture and Equipment	14,257.95
1600 · Accumulated depreciation	-2,978.00
Total Fixed Assets	11,279.95
TOTAL ASSETS	1,138,858.21
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238 (Carolyn)	3,749.24
2101 · Credit Card #3044 (Ashley)	1,030.09
2102 · Credit Card #3036 (Alicia)	1,439.46
Total Credit Cards	6,218.79
Other Current Liabilities	
2400 · Payroll Liabilities	4,765.52
Total Other Current Liabilities	4,765.52
Total Current Liabilities	10,984.31
Total Liabilities	10,984.31
Equity	
3200 · Unrestricted Net Assets	1,006,111.45
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
Total 3300 · Net Assets - Reserved	167,369.68
Net Income	-45,607.23
Total Equity	1,127,873.90
TOTAL LIABILITIES & EQUITY	1,138,858.21

Explore Butte County

Profit & Loss

January 2021

	Jan 21
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	9.30
4815 · CTA Registrations	75.00
4850 · Non-Lodging Participation	200.00
Total 4800 · Other Types of Income	284.30
Total Income	284.30
Gross Profit	284.30
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	13,132.39
6050 · Creative Services	12,207.40
6100 · Marketing contracts	
6130 · Public Relations expense	600.00
Total 6100 · Marketing contracts	600.00
6310 · Postage	228.19
6340 · Public Relations	167.13
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	11,516.37
6420 · Staffing - Payroll Taxes - Mktg	1,255.71
6430 · Workers comp insurance	44.57
6440 · Health insurance	1,152.73
Total 6400 · Staffing - Marketing	13,969.38
6700 · Website	231.62
Total 6000 · Sales and Marketing Expense	40,536.11
7000 · Administration Expenses	
7020 · Bank fees	1.00
7070 · General Administration	9.90
7330 · Professional fees - Accounting	750.00
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,567.35
7420 · Payroll taxes - admin	279.94
7430 · Workers comp insurance	9.93
7440 · Health insurance	176.19
Total 7400 · Staffing - Admin	3,033.41
7500 · Subscriptions	97.71
7560 · Telephone, Telecommunications	307.76
7570 · Travel	374.64
Total 7000 · Administration Expenses	5,099.42
Total Expense	45,635.53
Net Ordinary Income	-45,351.23
Other Income/Expense	
Other Expense	
9500 · COVID-19	256.00
Total Other Expense	256.00
Net Other Income	-256.00
Net Income	-45,607.23

Explore Butte County Profit & Loss Budget Overview

January 2021

	Jan 21	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	583.00	-583.00
4300 · Chico	0.00	45,892.00	-45,892.00
4350 · Gridley	0.00	583.00	-583.00
4400 · Oroville	0.00	14,569.00	-14,569.00
4500 · Paradise	0.00	874.00	-874.00
Total 4000 · Program Income	0.00	62,501.00	-62,501.00
4800 · Other Types of Income			
4810 · Interest Income	9.30		
4815 · CTA Registrations	75.00	417.00	-342.00
4816 · CTA Renewal Fees	0.00	37.00	-37.00
4850 · Non-Lodging Participation	200.00	417.00	-217.00
4870 · Visitor Guide Advertising	0.00	833.00	-833.00
4885 · Unspent Income from Previous Yr	0.00	25,833.00	-25,833.00
4890 · Zone Marketing from Previous Yr	0.00	16,833.00	-16,833.00
Total 4800 · Other Types of Income	284.30	44,370.00	-44,085.70
Total Income	284.30	106,871.00	-106,586.70
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	12.00	-12.00
5300 · 2% Fee - Chico	0.00	918.00	-918.00
5350 · 2% Fee - Gridley	0.00	12.00	-12.00
5400 · 2% Fee - Oroville	0.00	291.00	-291.00
5500 · 2% Fee - Paradise	0.00	17.00	-17.00
5618 · CTA Renewal paid to Mickey	0.00	25.00	-25.00
Total 5000 · 2% Fee	0.00	1,275.00	-1,275.00
Total COGS	0.00	1,275.00	-1,275.00
Gross Profit	284.30	105,596.00	-105,311.70
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	13,132.39	7,873.00	5,259.39
6020 · Capital Display	0.00	125.00	-125.00
6030 · Conferences	0.00	417.00	-417.00
6050 · Creative Services	12,207.40	8,333.00	3,874.40
6070 · Dues and Memberships	0.00	333.00	-333.00
6100 · Marketing contracts			
6110 · Advertising Agencies	0.00	23,333.00	-23,333.00
6130 · Public Relations expense	600.00	1,500.00	-900.00
6140 · CrowdRiff	0.00	1,137.00	-1,137.00
6150 · Bandwango	0.00	1,208.00	-1,208.00
Total 6100 · Marketing contracts	600.00	27,178.00	-26,578.00
6200 · Meals	0.00	83.00	-83.00
6310 · Postage	228.19	333.00	-104.81
6320 · Printing	0.00	1,667.00	-1,667.00
6340 · Public Relations	167.13	3,000.00	-2,832.87
6350 · Sales and Marketing Exp. -Other	0.00	500.00	-500.00
6360 · Sponsorships	0.00	500.00	-500.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	11,516.37	12,031.00	-514.63
6420 · Staffing - Payroll Taxes - Mktg	1,255.71	1,083.00	172.71
6430 · Workers comp insurance	44.57	117.00	-72.43
6440 · Health insurance	1,152.73	1,300.00	-147.27
6450 · Commission CTA Program	0.00	17.00	-17.00
Total 6400 · Staffing - Marketing	13,969.38	14,548.00	-578.62
6655 · Vehicle Maintenance	0.00	417.00	-417.00
6700 · Website	231.62	2,000.00	-1,768.38
Total 6000 · Sales and Marketing Expense	40,536.11	67,307.00	-26,770.89
6800 · Destination Management Activity			
6810 · CTA Program	0.00	1,662.00	-1,662.00
6820 · Film Commission	0.00	5,708.00	-5,708.00
6830 · See Source	0.00	2,292.00	-2,292.00
6840 · Wayfinding Signage	0.00	5,708.00	-5,708.00

Explore Butte County Profit & Loss Budget Overview

January 2021

	Jan 21	Budget	\$ Over Budget
Total 6800 · Destination Management Activity	0.00	15,370.00	-15,370.00
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	0.00	4,333.00	-4,333.00
6930 · Oroville Zone	0.00	1,083.00	-1,083.00
Total 6900 · Zone and Micro-Marketing	0.00	5,416.00	-5,416.00
7000 · Administration Expenses			
7010 · Advertising	0.00	62.00	-62.00
7020 · Bank fees	1.00	8.00	-7.00
7030 · Conference, Convention, Meeting	0.00	417.00	-417.00
7050 · Education	0.00	417.00	-417.00
7060 · Filing fees/ taxes	0.00	8.00	-8.00
7070 · General Administration	9.90	750.00	-740.10
7100 · Insurance	0.00	250.00	-250.00
7200 · Meals	0.00	104.00	-104.00
7210 · Membership dues	0.00	208.00	-208.00
7300 · Office supplies	0.00	200.00	-200.00
7310 · Postage	0.00	42.00	-42.00
7320 · Printing and Copying	0.00	83.00	-83.00
7330 · Professional fees - Accounting	750.00	1,500.00	-750.00
7340 · Professional fees - Legal	0.00	289.00	-289.00
7350 · Promotion	0.00	8.00	-8.00
7360 · Rent/ Office Space	525.00	700.00	-175.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	2,567.35	1,710.00	857.35
7420 · Payroll taxes - admin	279.94	233.00	46.94
7430 · Workers comp insurance	9.93	25.00	-15.07
7440 · Health insurance	176.19	200.00	-23.81
Total 7400 · Staffing - Admin	3,033.41	2,168.00	865.41
7500 · Subscriptions	97.71	833.00	-735.29
7560 · Telephone, Telecommunications	307.76	305.00	2.76
7570 · Travel	374.64	521.00	-146.36
7900 · Admin Expense- Other	0.00	500.00	-500.00
Total 7000 · Administration Expenses	5,099.42	9,373.00	-4,273.58
Total Expense	45,635.53	97,466.00	-51,830.47
Net Ordinary Income	-45,351.23	8,130.00	-53,481.23
Other Income/Expense			
Other Expense			
9500 · COVID-19	256.00		
Total Other Expense	256.00		
Net Other Income	-256.00	0.00	-256.00
Net Income	-45,607.23	8,130.00	-53,737.23

Explore Butte County Balance Sheet As of February 28, 2021

	Feb 28, 21
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,058,895.95
Total Checking/Savings	1,058,895.95
Total Current Assets	1,058,895.95
Fixed Assets	
1500 · Furniture and Equipment	15,393.73
1600 · Accumulated depreciation	-2,978.00
Total Fixed Assets	12,415.73
TOTAL ASSETS	1,071,311.68
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238-Carolyn D	5,572.17
2101 · Credit Card #3044-Ashley Baer	532.27
2102 · Credit Card #3036 -Alicia Salas	508.11
Total Credit Cards	6,612.55
Other Current Liabilities	
2400 · Payroll Liabilities	4,366.65
Total Other Current Liabilities	4,366.65
Total Current Liabilities	10,979.20
Total Liabilities	10,979.20
Equity	
3200 · Unrestricted Net Assets	1,006,111.45
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
Total 3300 · Net Assets - Reserved	167,369.68
Net Income	-113,148.65
Total Equity	1,060,332.48
TOTAL LIABILITIES & EQUITY	1,071,311.68

Explore Butte County

Profit & Loss

February 2021

	Feb 21
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	9.69
4850 · Non-Lodging Participation	100.00
Total 4800 · Other Types of Income	109.69
Total Income	109.69
Gross Profit	109.69
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	5,099.96
6050 · Creative Services	6,418.75
6100 · Marketing contracts	
6110 · Advertising Agencies	37,154.10
6130 · Public Relations expense	600.00
Total 6100 · Marketing contracts	37,754.10
6310 · Postage	217.99
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	10,483.25
6420 · Staffing - Payroll Taxes - Mktg	962.45
6430 · Workers comp insurance	44.87
6440 · Health insurance	1,179.01
Total 6400 · Staffing - Marketing	12,669.58
6700 · Website	257.74
Total 6000 · Sales and Marketing Expense	62,418.12
7000 · Administration Expenses	
7025 · Credit card fees	3.20
7050 · Education	75.00
7310 · Postage	146.00
7330 · Professional fees - Accounting	1,200.00
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	2,249.75
7420 · Payroll taxes - admin	206.55
7430 · Workers comp insurance	9.63
7440 · Health insurance	307.82
Total 7400 · Staffing - Admin	2,773.75
7500 · Subscriptions	97.71
7560 · Telephone, Telecommunications	307.76
7570 · Travel	99.68
7900 · Admin Expense- Other	4.89
Total 7000 · Administration Expenses	5,232.99
Total Expense	67,651.11
Net Ordinary Income	-67,541.42
Net Income	-67,541.42

Explore Butte County

Profit & Loss

January through February 2021

	Jan - Feb 21
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	18.99
4815 · CTA Registrations	75.00
4850 · Non-Lodging Participation	300.00
Total 4800 · Other Types of Income	393.99
Total Income	393.99
Gross Profit	393.99
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	18,232.35
6050 · Creative Services	18,626.15
6100 · Marketing contracts	
6110 · Advertising Agencies	37,154.10
6130 · Public Relations expense	1,200.00
Total 6100 · Marketing contracts	38,354.10
6310 · Postage	446.18
6340 · Public Relations	167.13
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	21,999.62
6420 · Staffing - Payroll Taxes - Mktg	2,218.16
6430 · Workers comp insurance	89.44
6440 · Health insurance	2,331.74
Total 6400 · Staffing - Marketing	26,638.96
6700 · Website	489.36
Total 6000 · Sales and Marketing Expense	102,954.23
7000 · Administration Expenses	
7020 · Bank fees	1.00
7025 · Credit card fees	3.20
7050 · Education	75.00
7070 · General Administration	9.90
7310 · Postage	146.00
7330 · Professional fees - Accounting	1,950.00
7360 · Rent/ Office Space	1,050.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	4,817.10
7420 · Payroll taxes - admin	486.49
7430 · Workers comp insurance	19.56
7440 · Health insurance	484.01
Total 7400 · Staffing - Admin	5,807.16
7500 · Subscriptions	195.42
7560 · Telephone, Telecommunications	615.52
7570 · Travel	474.32
7900 · Admin Expense- Other	4.89
Total 7000 · Administration Expenses	10,332.41
Total Expense	113,286.64
Net Ordinary Income	-112,892.65
Other Income/Expense	
Other Expense	
9500 · COVID-19	256.00
Total Other Expense	256.00

Explore Butte County
Profit & Loss
January through February 2021

	Jan - Feb 21
Net Other Income	-256.00
Net Income	-113,148.65

Explore Butte County

Profit & Loss Budget Overview

January through February 2021

	Jan - Feb 21	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	1,166.00	-1,166.00
4300 · Chico	0.00	91,784.00	-91,784.00
4350 · Gridley	0.00	1,166.00	-1,166.00
4400 · Oroville	0.00	29,138.00	-29,138.00
4500 · Paradise	0.00	1,748.00	-1,748.00
Total 4000 · Program Income	0.00	125,002.00	-125,002.00
4800 · Other Types of Income			
4810 · Interest Income	18.99		
4815 · CTA Registrations	75.00	834.00	-759.00
4816 · CTA Renewal Fees	0.00	75.00	-75.00
4850 · Non-Lodging Participation	300.00	834.00	-534.00
4870 · Visitor Guide Advertising	0.00	1,666.00	-1,666.00
4885 · Unspent Income from Previous Yr	0.00	51,666.00	-51,666.00
4890 · Zone Marketing from Previous Yr	0.00	33,666.00	-33,666.00
Total 4800 · Other Types of Income	393.99	88,741.00	-88,347.01
Total Income	393.99	213,743.00	-213,349.01
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	24.00	-24.00
5300 · 2% Fee - Chico	0.00	1,836.00	-1,836.00
5350 · 2% Fee - Gridley	0.00	24.00	-24.00
5400 · 2% Fee - Oroville	0.00	582.00	-582.00
5500 · 2% Fee - Paradise	0.00	35.00	-35.00
5618 · CTA Renewal paid to Mickey	0.00	50.00	-50.00
Total 5000 · 2% Fee	0.00	2,551.00	-2,551.00
Total COGS	0.00	2,551.00	-2,551.00
Gross Profit	393.99	211,192.00	-210,798.01
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	18,232.35	15,746.00	2,486.35
6020 · Capital Display	0.00	250.00	-250.00
6030 · Conferences	0.00	834.00	-834.00
6050 · Creative Services	18,626.15	16,666.00	1,960.15
6070 · Dues and Memberships	0.00	666.00	-666.00
6100 · Marketing contracts			
6110 · Advertising Agencies	37,154.10	46,666.00	-9,511.90
6130 · Public Relations expense	1,200.00	3,000.00	-1,800.00
6140 · CrowdRiff	0.00	2,275.00	-2,275.00
6150 · Bandwango	0.00	2,416.00	-2,416.00
Total 6100 · Marketing contracts	38,354.10	54,357.00	-16,002.90
6200 · Meals	0.00	166.00	-166.00
6310 · Postage	446.18	666.00	-219.82
6320 · Printing	0.00	3,334.00	-3,334.00
6340 · Public Relations	167.13	6,000.00	-5,832.87
6350 · Sales and Marketing Exp. -Other	0.00	1,000.00	-1,000.00
6360 · Sponsorships	0.00	1,000.00	-1,000.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	21,999.62	24,062.00	-2,062.38
6420 · Staffing - Payroll Taxes - Mktg	2,218.16	2,166.00	52.16
6430 · Workers comp insurance	89.44	234.00	-144.56
6440 · Health insurance	2,331.74	2,600.00	-268.26
6450 · Commission CTA Program	0.00	34.00	-34.00
Total 6400 · Staffing - Marketing	26,638.96	29,096.00	-2,457.04
6655 · Vehicle Maintenance	0.00	834.00	-834.00
6700 · Website	489.36	4,000.00	-3,510.64
Total 6000 · Sales and Marketing Expense	102,954.23	134,615.00	-31,660.77
6800 · Destination Management Activity			
6810 · CTA Program	0.00	3,325.00	-3,325.00
6820 · Film Commission	0.00	11,416.00	-11,416.00
6830 · See Source	0.00	4,584.00	-4,584.00
6840 · Wayfinding Signage	0.00	11,416.00	-11,416.00

Explore Butte County
Profit & Loss Budget Overview
 January through February 2021

	Jan - Feb 21	Budget	\$ Over Budget
Total 6800 · Destination Management Activity	0.00	30,741.00	-30,741.00
6900 · Zone and Micro-Marketing			
6910 · Chico Zone	0.00	8,666.00	-8,666.00
6930 · Oroville Zone	0.00	2,166.00	-2,166.00
Total 6900 · Zone and Micro-Marketing	0.00	10,832.00	-10,832.00
7000 · Administration Expenses			
7010 · Advertising	0.00	125.00	-125.00
7020 · Bank fees	1.00	16.00	-15.00
7025 · Credit card fees	3.20		
7030 · Conference, Convention, Meeting	0.00	834.00	-834.00
7050 · Education	75.00	834.00	-759.00
7060 · Filing fees/ taxes	0.00	16.00	-16.00
7070 · General Administration	9.90	1,500.00	-1,490.10
7100 · Insurance	0.00	500.00	-500.00
7200 · Meals	0.00	208.00	-208.00
7210 · Membership dues	0.00	416.00	-416.00
7300 · Office supplies	0.00	400.00	-400.00
7310 · Postage	146.00	84.00	62.00
7320 · Printing and Copying	0.00	166.00	-166.00
7330 · Professional fees - Accounting	1,950.00	3,000.00	-1,050.00
7340 · Professional fees - Legal	0.00	578.00	-578.00
7350 · Promotion	0.00	16.00	-16.00
7360 · Rent/ Office Space	1,050.00	1,400.00	-350.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	4,817.10	3,420.00	1,397.10
7420 · Payroll taxes - admin	486.49	466.00	20.49
7430 · Workers comp insurance	19.56	50.00	-30.44
7440 · Health insurance	484.01	400.00	84.01
Total 7400 · Staffing - Admin	5,807.16	4,336.00	1,471.16
7500 · Subscriptions	195.42	1,666.00	-1,470.58
7560 · Telephone, Telecommunications	615.52	610.00	5.52
7570 · Travel	474.32	1,042.00	-567.68
7900 · Admin Expense- Other	4.89	1,000.00	-995.11
Total 7000 · Administration Expenses	10,332.41	18,747.00	-8,414.59
Total Expense	113,286.64	194,935.00	-81,648.36
Net Ordinary Income	-112,892.65	16,257.00	-129,149.65
Other Income/Expense			
Other Expense			
9500 · COVID-19	256.00		
Total Other Expense	256.00		
Net Other Income	-256.00	0.00	-256.00
Net Income	-113,148.65	16,257.00	-129,405.65

Creation and Management of Tourism Committees

Tourism Committee Approach:

Create a tourism committee in each jurisdiction who would meet to discuss the marketing needs for that jurisdiction for the year, create a spending plan, and prepare that for the EBC BOD to review at each year's annual business meeting. Each committee would be responsible to make sure invoices are forwarded to EBC staff for payment, and the designated committee would then submit a year-end report to the EBC BOD.

Jurisdictions to form a committee:

- Chico
- Oroville
- Paradise
- Gridley, to include Biggs (until Biggs has participating lodging) and unincorporated county properties

Makeup of each committee (6-person voting committee with 2 alternates):

- City staff member (City manager, or city manager designee. Should be somebody who is tuned in to events, attractions, any type of tourism initiatives taking place in that jurisdiction.)
- Local Park District representative (Many of our parks serve more than the local community and they are all working on infrastructure projects with tourism in mind. This would also fit with our desire to build out wayfinding/trail signage.)
- Chamber of Commerce representative (Ideally this would be a staff person from the jurisdiction's chamber of commerce, but could be a board member if necessary)
- Lodging representative from jurisdiction (This person needs to weigh in on the planning to ensure it will positively impact/influence tourism in their jurisdiction.)
- Event Organizer or Event Location from the jurisdiction (This person will be able to offer input for group travel.)
- Explore Butte County staff (Each of these committees will hold the power to make financial decisions of EBC funds and is required to follow Brown Act rules. Staff will have a vote, as well as ensure suggested plans are within the scope of the MDP, and ensure Brown Act is followed.)
- Alternate #1
- Alternate #2
 - There will be 2 alternates who should plan to attend all meetings as a regular committee member; they will have voting rights if a voting member is not present.

Governing Rules:

- ◆ The ad hoc zone marketing committee will decide the ideal composition of the tourism committee for the jurisdictions to be approved by EBC BOD in November, 2020. Once approved, staff and committee members can begin outreach to appropriate individuals to build the committees. ~~Ideally, each Brown Act committee will be confirmed by January.~~
- ◆ ~~Brown Act training will be required by each member of each committee.~~

Commented [1]: Remove this requirement. Based upon further review and discussion, the committee will prepare and present a spending plan to the EBC BOD for final review and remove this requirement of Brown Act noticing and training.

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APPROVED 11/12/20; ~~Proposed Update 2-16-21~~

- Each committee should have a Chair and Co-Chair; these will be one-year terms with the Co-Chair taking over as Chair in the subsequent year for continuity of projects.
- Each committee can decide how they want to meet. One proposal would be that the committee is convened in December to write the recap report and then begin meeting in January to determine how they want to allocate their funds. EBC staff will have an interim budget with final budget amount by March.
- At the regularly scheduled January board meeting, the Chair or Co-Chair of each committee should prepare and submit the annual report from the previous year. The BOD can ask questions and make comments about the coming year and evaluate the projects each committee completed.
- Each tourism committee would have a written plan prepared by EBC's March business meeting, which will be submitted to the BOD ~~for approval, as information for the coming year.~~
- If a committee member is no longer employed by the organization set forth in this policy, the organization can fill the position. Position will remain vacant until filled and an alternate can vote in their stead.

Board review of representatives

- As this is the first attempt to designate zone marketing, the policy may not work and the slate of tourism committees may not work.
- At the request of the executive director, the BOD may convene an ad hoc zone marketing committee to review the process and each committee's members.
- One element to determine whether an organization is participating or not, would be shown through attendance. Because each committee is managed by itself, meetings should be set for dates and times when all members can normally attend.
- It also may become obvious that more members need to be added to a committee, based on interest and goals of each committee.

Process for fund distribution:

- Annual plan reviewed by EBC BOD in March. ~~BOD will~~BOD will will approve the proposed plans during the annual meeting, not have action on the item, it is for review only.
- The Chair and/or Co-Chair of each tourism committee will coordinate with the vendors and require an invoice be sent to Explore Butte County for payment as described in the annual plan.
- EBC will pay the invoice within 30 days of submission, as long as it was approved by the tourism committee.
- All funds must be expended in the current plan year unless expressly written and agreed upon by the entire committee.
 - If funds are to be rolled over, the BOD must approve during a regularly scheduled meeting.
- All vendors will be required to submit a W-9 to EBC for payment to be processed.

Agreements for all zone micro-marketing funds:

- Each tourism committee must follow the same guidelines set forth by EBC's management district plan ([Link](#))

APPROVED 11/12/20; Proposed Update 2-16-21

- Cannot fund any political campaign
- Cannot fund the purchase of alcohol
- Some projects may require additional requirements for insurance and/or hold harmless agreements (will be determined by EBC staff person)
- Every project funded, in whole or part, by EBC zone marketing must have a plan for how to incorporate EBC's logo and organization as a sponsor.

This document can be altered at the discretion of the Board of Directors. Any/all changes will be forwarded to all representatives on each tourism committee.

APPROVED 11/12/20; Proposed Update 2-16-21



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Ben North
Photography

Melissa Schuster
Town of Paradise

Audrey Taylor
EBHB

Heather Ugie
Chico Chamber

EXPLORE BUTTE COUNTY – CHICO TOURISM COMMITTEE: ZONE MARKETING

Friday, February 19, 2021
9:00 a.m. – 10:00 a.m.
Via Zoom Meeting

MINUTES

COMMITTEE MEMBERS: Analise Uhrig (Chico lodging), Ann Willmann (CARD), Katy Thoma (Chico Chamber), Linda Herman (Chico City Parks), Melanie Bassett (DCBA), Angie Dilg (City of Chico), Carolyn Denero (EBC)

AGENDA

1. Attendance
 - a. Present: Analise Uhrig, Ann Willmann, Linda Herman, Melanie Bassett, Angie Dilg, Carolyn Denero
 - b. Absent: Katy Thoma. No designated representative from Chico State yet invited.
2. Review the Tourism Committee [outline](#)
 - a. Between inviting all committee members and the actual meeting, the EBC process for the committees was updated to remove the Brown Act requirement and turn the committees into recommending committees, not deciding committees. This committee agreed to the changes and did not have any questions.
 - b. Additionally, it was recommended that CARD becoming a standing voting member and the Chico City Parks position become the first voting alternate. This way the City does not have more than one vote when making a recommendation. All were in agreement to the change. (Action – the EBC Board of Directors will need to acknowledge this change at the next board meeting.)
3. Designate Chair and Vice-Chair for 2021
 - a. Analise Uhrig to be designated Chair; Melanie Bassett to be designated Vice-Chair. All in agreement. Designation effective immediately.
4. Brief update of EBC's marketing action plan and initiatives for 2021 reviewed by Denero.
5. Discussion about funding projects
 - a. Total Chico zone amount for 2021 is \$58,714.53
 - b. There is not a formal application process.

- c. All participating organizations can request funding and/or the group can review external requests if they arise.
 - d. From the hotel perspective Chico can focus on outdoor recreation, weekend business and wayfinding for when we advertise for people to visit. These are things that can be focused on to enhance the visitor experience.
 - e. BMX park funding update requested. From hotel perspective this would be something to support but need to see the marketing plan.
 - f. Reviewed the idea for a QR code program for all restaurants that would allow for menu-free dining and potentially allow guests to order and pay through their mobile devices. Denaro to follow up with pricing plans for QR programs; Uhlrig to follow up with Hudson's restaurant who is already doing this.
 - g. Both CARD and City Parks are working on various improvement plans for future tournament possibilities. These are planning in progress and do not need funding or marketing yet.
 - h. Downtown Chico will bring back Thursday Night Markets and Friday Night Concerts beginning in May. They are also planning to bring back things like Slice of Chico. These events are planning to move forward and can use marketing support.
6. Committee Recommendation – allocate \$20,000 now and leave the remainder for when there is more to support with marketing later in the year:
- a. \$10,000 to DCBA for upcoming activations; Melanie will prepare the proposal for final review.
 - b. \$10,000 to be split between a QR code program to be implemented in Chico restaurants with the remainder of that \$10,000 to start with wayfinding signage projects.

Meeting was adjourned at 10:00 a.m. Minutes respectfully submitted by C.Denaro.

Original Slate as Approved in November 2020				
	Chico	Oroville	Paradise Ridge	Gridley, Biggs & Unincorp areas
City Govt Representative	City Mgr Office	City Mgr Office	Town Mgr Office	Gridley City Administrator
Local Park District Rep	Chico Park District	Feather River Rec Dept	Paradise Rec & Parks Dept	Gray Lodge Rep
Chamber of Commerce	Chico Chamber	Oroville Chamber	Paradise Ridge Chamber	Gridley Area Chamber
Lodging Rep	Lodging Rep	Lodging Rep	Lodging Rep	Lodging Rep from Gridley
Event Org/Event Location	DCBA	Oroville PBID	Chocolate Fest	Butte County Fairgrounds
EBC Staff	Exec. Director	Exec. Director	Exec. Director	Exec. Director
Alternate 1 (non-voting)	CARD	UCEF	Gold Nugget Museum	Biggs City Administrator
Alternate 2 (non-voting)	Chico State	State Parks	Magalia Community Rep	Lavender Ranch
Recommended Change for Chico as recommended Feb. 2021				
	Chico	Oroville	Paradise Ridge	Gridley, Biggs & Unincorp areas
City Govt Representative	City Mgr Office	City Mgr Office	Town Mgr Office	Gridley City Administrator
Local Park District Rep	CARD	Feather River Rec Dept	Paradise Rec & Parks Dept	Gray Lodge Rep
Chamber of Commerce	Chico Chamber	Oroville Chamber	Paradise Ridge Chamber	Gridley Area Chamber
Lodging Rep	Lodging Rep	Lodging Rep	Lodging Rep	Lodging Rep from Gridley
Event Org/Event Location	DCBA	Oroville PBID	Chocolate Fest	Butte County Fairgrounds
EBC Staff	Exec. Director	Exec. Director	Exec. Director	Exec. Director
Alternate 1 (non-voting)	Chico Park District	UCEF	Gold Nugget Museum	Biggs City Administrator
Alternate 2 (non-voting)	Chico State	State Parks	Magalia Community Rep	Lavender Ranch



Explore Butte County
P.O. Box 2154
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ExploreButteCounty.com

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City of Chico

Jennifer Leonard
Almendra

Ben North
Photography

Melissa Schuster
Town of Paradise

Audrey Taylor
EBHB

Heather Ugie
Chico Chamber

EXPLORE BUTTE COUNTY – OROVILLE TOURISM COMMITTEE: ZONE MARKETING

Friday, February 19, 2021
2:00 p.m. – 3:00 p.m..
Via Zoom Meeting

MINUTES

COMMITTEE MEMBERS: Amber Marron (Oroville Chamber), Bruce Spangler (Oroville lodging), Dawn Nevers (City of Oroville), Victoria Anton (FRRPD), Aaron Wright (State Parks), Ray Laager (UCEF), Krysi Riggs (ODBA), Carolyn Denero (EBC)

AGENDA

1. Attendance
 - a. Present: Amber Marron, Bruce Spangler, Dawn Nevers, Victoria Anton, Aaron Wright, Ray Laager, Krysi Riggs, Carolyn Denero, Carrisa Dunn (ODBA), Eric Smith (Oroville Chamber)
 - b. Absent: None
2. Review the Tourism Committee [outline](#).
 - a. Between inviting all committee members and the actual meeting, the EBC process for the committees was updated to remove the Brown Act requirement and turn the committee into a recommending committee not a dividing committee. This committee agreed to the changes and did not have any questions.
3. Designate Chair and Vice-Chair for 2021
 - a. Amber Marron volunteered to be the Chair for 2021; Victoria Anton volunteered to be Vice Chair for 2021. All in agreement. Designation effective immediately.
4. Brief update of EBC's marketing action plan and initiatives for 2021 reviewed by Denero.
5. Discussion about funding projects
 - a. Total Oroville zone amount for 2021 is about \$18,362.94; will be more once December collections are paid.
 - b. Question: how do we promote year-round marketing instead of just sponsoring events that happen for short periods of time?
 - c. The committee should look at programs that EBC isn't already focused on.

- d. Is there a good paid partnership with something like Expedia that would offer Oroville-owned and specific content so that those interested in Oroville are not “bought” by nearby destinations.
 - e. Opportunity to identify unique Oroville experiences to groups who are already traveling here - like fishing tournament groups.
 - f. Can this group work with Oroville Hospital to co-promote the area using video footage they are creating for their recruitment purposes? Maybe a paid partnership?
 - g. Reviewed Bandwango passports and ability to build an Oroville-specific pass that can be used for Oroville activations. (This could be an EBC function; this group could fund the collateral creation for in-market signage.) This idea could also be used for the Green Line Tour.
 - h. Bring back the Car Show? Look at events that actually drive overnight stays and support various business types like lodging, restaurants, shopping.
 - i. State Parks hosts various groups throughout the year for recreation - how can this group work to make sure those visitors can learn more about all of Oroville?
6. Committee recommendation - none at this point. Group would like to consider the various ideas discussed. Denero to work with the Chair and Vice Chair to coordinate a follow up meeting in March to finalize a funding project(s) for 2021.

Adjourn Meeting



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, January 27, 2021
12:00 p.m. – 1:00 p.m.
Meeting via Zoom

MINUTES

Present: John Pearson, Bruce Spangler, Melissa Schuster, Nicole Johansson, Lori Porter, Shelly James, Tami Travis, Ashley Baer, Carolyn Denero
Absent: Jennifer Leonard

MINUTES

1. Big Data – See Source dashboard review. Added an additional data point to include the border of all of Butte County. Each committee member will take time to review the reporting dashboard and a separate meeting will be called to review questions.
2. 2021 Content Calendar – Links to draft calendars were shared but the item was tabled to discuss other agenda items.
3. Social Media Report Review – Discussion about bounce rates and strategy to decrease bounce rates. Deeper dive into KPIs and how we look at website data.
4. Mobile Visitor Center – John would like to lead a small committee to do the research and implement the mobile visitor center project. Table until next meeting.
5. Continue Brand Work – Surveys have been developed by Ashley to continue this work. Committee feedback requested from committee.
6. Updates – [Denero's written report](#)

Adjourn Meeting



Board of Directors

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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

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City of Chico

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Almendra

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Photography

Melissa Schuster
Town of Paradise

Audrey Taylor
EBHB

Heather Ugie
Chico Chamber

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, February 24, 2021
12:00 p.m. – 1:00 p.m.
Meeting via Zoom

MINUTES

Present: John Pearson, Bruce Spangler, Melissa Schuster, Nicole Johansson, Jennifer Leonard, Shelly James, Tami Travis, Lori Porter, Carolyn Denero

MINUTES

1. PorterCo Budget Proposal – reviewed the projected \$280,000 spend. Committee agrees that we need to be more focused on our messaging.
 - a. approved \$30K Entercom Communications project for a Sacramento and Bay Area radio promotion to promote #HikeButteCA Pass and bring people from those drive markets to Butte. This is part of a \$90,00 additional plan for supporting Hike Butte.
 - b. AdWords have been turned back on
 - c. Plan for shoulder season “birding campaign”
 - d. Additional campaigns will be Restaurant Week, 12 Favorite Things, Museum Weekend
 - e. Have small line item for destination development communication support.
 - f. Committee will need to determine how we continue to support events/partners that have historically be supported with zone marketing since zone marketing has been moved to committee recommendation.
2. Final Advertising Wrap Reports from PorterCo
 - a. Presentation to be given during board meeting.
3. Big Data – Update and final recommendations for data points – TABLED
4. Social Media Report Review – no specific discussion, reports were forwarded to committee earlier in the month.
5. Adventure Guide Reveal – guide has been finalized and will be in market mid-March.
6. 2021 Content Calendar – TABLE
7. Continue Brand Work – TABLE
8. Mobile Visitor Center – John, Bruce and Carolyn will be the small



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team to get project moving.

Adjourn Meeting at 1:15pm.

2021 Director Nominations and Recommendations from Nominating Committee

Name	Business	Jurisdiction	Nominated
Mohammad Billah	University Inn	Chico Lodging	Yes – incumbent
Kiran Paragji	Americas Best Value Inn, Oroville	Oroville Lodging	No – expiring
Haroon Saddique	Best Western Paradise Hotel	Paradise Lodging	Yes – incumbent
Jasmin Wilson	Dahl's Motel	Oroville Lodging	Yes
-	-	Biggs, Gridley or Unincorporated	No nominee

Nomination Information

Mohammad Billah

Hello Team. I would like to serve another term on the board of directors for EBC.

Here is my information:

1. Mohammad Billah, CHA
2. President & CEO
3. University Inn Chico, LLC dba University Inn
4. 630 Main Street, Chico, CA 95928
5. I have been on the EBC board for the last 4 years. Being a motel owner in Chico can bring a lot of inside information on the board. I know how important it is to bring people in Butte County for the local businesses. Can inform what the feeder cities are. What kind of marketing needed.

Thank you.

Sincerely,
Mohammad Billah

Haroon Saddique

General Manager,
Best Western Paradise Hotel,
5475 Clark Road, Paradise, Ca ,95969

It has been my privilege to be seated on the board of EBC. I have been part of the board for a couple of years and am proud of its growth. I would like to continue being part of EBC and its efforts of helping Butte County become a tourist destination.

Thank you,

Haroon Saddique

Jasmin Wilson

Hello!

My name is Jasmin Wilson and I'm with the Dahl's Motel at 2010 Feather River Blvd in Oroville CA. Our motel is an up and coming modern roadside motel. We offer rooms with full kitchens and cater to contractors and out of town visitors looking for "home away from home" style lodging.

My husband and I took over management of the Dahl's Motel 4 years ago, and have been remodeling, and rebranding the property ever since. Although I wear many hats here, I use the title "Front Desk Manager".

We're passionate about turning around the reputation of Oroville. This town has so many beautiful natural features which I feel are overlooked by many people from out of town. I believe to make a significant, lasting reputation change, the lodging industry needs to work together to provide a consistent, safe, and welcoming environment for tourists. I've worked with the Explore Butte County group over the past year and believe the projects they're putting into action, and the positive outreach they're making is driving this change. I'd love help with this effort and appreciate the opportunity to work with your group!

Thank you for your consideration,
Jasmin Wilson

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 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.

2021 Advisor Nominations and Recommendations from Nominating Committee

Name	Business	Jurisdiction	Nominated
Heather Ugie	Chico Chamber of Commerce	Chico	Yes
Melanie Bassett	Downtown Chico Business Association	Chico	Yes
Angie Dilg	City of Chico	Chico	No – not selected
Victoria Anton	Feather River Recreation and Parks District	Oroville	Yes
Holly Jorgensen	Sacramento River Watershed Program	Oroville	Yes
Melissa Schuster	Paradise Chamber of Commerce	Paradise	Yes
Colette Curtis	Town of Paradise	Paradise	Yes
Evie Feldman	Blue Team Realty	Paradise	No – not selected
Audrey Taylor	Everybody Healthy Body	Unincorporated	No – not selected
Jennifer Leonard	Almendra Winery & Distillery	Unincorporated	Yes
Marci Shadd	The Colonia Building	Biggs	Yes
-	-	Gridley	No nominations

Nomination Information

Melanie Bassett

1. Melanie Bassett
2. Executive Director
3. Downtown Chico Business Association
4. 539 Flume Street, Suite 204
5. I am very much interested in continuing as a representative from Downtown Chico on the EBC Advisory Board. We have been most appreciative of our relationship/partnership/support with EBC with mutual benefit for branding, marketing and strong collaboration. 2020 was a tough year for all of us but we stayed in communication and worked to pivot our collaborative work together. I would like to continue to be a resource and a partner in all aspects of destination marketing.

Thank you for your consideration.

Sincerely,
Melanie Bassett
Downtown Chico Business Association

Victoria Anton, CTA

Executive Administrator
Feather River Recreation and Park District
1875 Feather River Blvd., Oroville, CA 95965

Born and raised in Oroville, my summers were spent appreciating local beauty and taking advantage of the endless recreational opportunities that Butte County has to offer. After graduating from Oroville High School, I completed multiple Associate Degree Programs at Butte Community College. In 2015, I joined the Feather River Recreation and Park District Team and I LOVE serving my community. My knowledge of Butte County and determination to attract more visitors to the area, while also generating agency awareness, is why I'm interested in maintaining my position as a member of the Explore Butte County Advisory Board. I served as an Advisor in 2020, during the Coronavirus Pandemic. I look forward to the opportunity to serve on the Board again in 2021, and resume District events that promote tourism in Butte County.

The Feather River Recreation and Park District is a California Special District that serves an area of 730 square miles in south-eastern Butte County. Our mission is to provide and maintain quality parks, recreation experiences, and related facilities and programs for all residents of the District in a fiscally sustainable manner that compliments the natural resources and cultural heritage of our community.

Thank you for your consideration.

Victoria Anton, CTA
Executive Administrator
Feather River Recreation & Park District

Holly Jorgenson

Good morning.

I am interested in an Advisor position with Explore Butte County. I have spent the majority of my life studying, working, recreating, socializing, and raising a family in Butte County and I value its countless opportunities and remarkable diversity. My personal and professional aspirations align with the mission, vision, and goals of Explore Butte County. Knowing that people support what they care for, I chose my combined studies of recreation and natural resources management, sociology, and environmental policy and planning to enhance people's connection with the places they live and love through discovery and action. I have experience, relationships, and interests that I believe will benefit Explore Butte County and welcome the opportunity to serve as an Advisor.

I look forward to hearing from you and thank you for your consideration.

Best,

Holly

--

Holly Jorgensen | Executive Director
Sacramento River Watershed Program

Melissa Schuster and Colette Curtis

Nomination Committee Members,

Respectfully, to represent Paradise, I would like to submit the following:

Consideration of Assistant Town Manager and Economic Development Director, Colette Curtis to fill the seat I held as a Paradise Town Council member. Ms. Curtis was approved for this position by the Paradise Town Council during their December Council Meeting.

Consideration of myself as a newly-seated member of the Paradise Ridge Chamber of Commerce. In addition, I am a founding member and Board Member of the recently formed Paradise Arts Alliance which represents most of the arts organizations on the Ridge, including the Paradise Performing Arts Center, the Gold Nugget Museum, Paradise Art Center, Theatre on the Ridge, Norton Buffalo Community Guild, and many others.

As Paradise continues to recover from the Camp Fire and effects of the pandemic, both the Chamber and the Town recognize the critical impact of tourism to the success of the recovery. The collaboration with Explore Butte County to share plans and ideas, promote tourism programs, and work together to bring tourists to Butte County is a welcome imperative.

Melissa Schuster

Marci Shadd

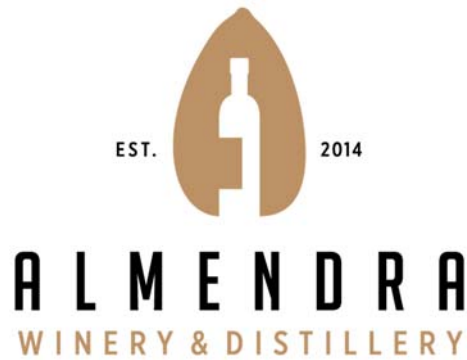
I am the owner of two historic buildings in downtown Biggs, CA
One of my buildings is open for business as a Venue called The Colonia Building and this building also houses my photography studio.
www.thecoloniabuilding.com
479 B Street in Biggs

I would love to serve in any capacity to help our small rural community. I currently am president of our non-profit volunteer group called Project Biggs as well as Administer two online groups both about Biggs. The first sharing current life happenings in our community and the second filled with historical images and documentation of times past. I also just started a small Instagram page for Biggs sharing the lovely images taken locally (IG: [biggs.california](https://www.instagram.com/biggs.california/)). I'm one of the few folks that actually follow monthly city council meetings & minutes so I'm in the know of what our town is dealing with and what their plans for the future are. It's high on my agenda to share the positive uplifting parts of living in our community as it is such an amazing place to live!

Thanks!

Marci Shadd

www.thecoloniabuilding.com



February 8, 2021

RE: Explore Butte County Advisor Position

Dear Board Members at Large,

I would like to be nominated for an Advisor position to the Explore Butte County Board for the 2021-2022 term. I have held this position for 2 terms and am currently a member of the Marketing committee as well as being a certified CTA facilitator.

Having worked at and previously owned developing wineries in Butte County for the last 10 years I have been immersed in the wine industry and have worked to promote Butte County as a wine destination. I firmly believe that Butte County is an undiscovered tourism region and together we can work to change that. Wineries and distilleries are huge tourism draws and I believe that my inside knowledge of the industries will be an extremely valuable asset to this board.

Jennifer Leonard
General Manager
Almendra Winery & Distillery
9275 Midway, Durham CA 95938
530-343-6893 x101

Thank you for your consideration,

Jennifer Leonard

Jennifer Leonard



Explore Butte County Advisory Nomination

Name: Heather Ugie

Title: Engagement & Marketing Manager

Organization: Chico Chamber of Commerce & Visitor Center

Address: 180 E. 4th Street, Suite 120, Chico, CA 95927

Reasons for Interest in Advisory Position:

1. The Chico Chamber of Commerce & Visitor Center hosts the main visitor center for the city of Chico. It would make sense that we are engaged in the tourism conversations and bring back updates for Chamber staff, our members, and potential visitors to Chico.
2. We have a viable interest in how Chico is marketed to visitors and new residents and appreciate that we will be asked for our input.
3. We want to support EBC and local tourism so we may continue to move Chico forward, contributing to our thriving business community.

Thank you for considering my advisory nomination.

180 E. 4th Street, Suite 120
PO Box 3300
Chico, CA 95927
(530)891-5556
www.chicochamber.com

Explore Butte County Committees Description

Marketing Committee

- Purpose: The marketing committee meets to review and recommend overall marketing budget and strategy for Explore Butte County
- Standing committee (Brown Act requirement)
- Meets monthly on the last Wednesday of the month from 12-1

Ad Hoc Budget / Finance Committee

- Purpose: To review the finances and plan for upcoming budget year
- Ad hoc committee
- Meets between 3 and 5 times beginning in September or October to create, adjust and recommend the annual budget

Ad Hoc Nominating Committee

- Purpose: To recruit and fill expiring seats on the Board of Directors and Advisory Board annually
- Ad hoc committee
- Meets between 3 and 5 times beginning in October to start the administrative process of recruitment