



2023 BOARD OF DIRECTORS

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

Nicole Johansson, Secretary
Sierra Oro Farm Trail

Tamba Sellu, Treasurer
Courtyard by Marriott, Chico

Ashley Limon
Oxford Suites, Chico

Katie Pinsonneault
Hotel Diamond, Chico

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

Jennifer Leonard
CSU Chico University Farm

ADVISORY BOARD

Victoria Anton, Feather River
Recreation and Park District
Ev Duran, UTB Studios
Patricia Macias, Museum of
Northern California Art (monca)
Debbie Moseley, Paradise
Chocolate Fest
Todd Sankman, CHA, CHDT,
DoubleTree by Hilton
Marci Shadd, The Colonia Building

Audrey Taylor, Downtown Chico
Business Association
Megan Gaddis, Chico Chamber of
Commerce
Eric Smith, Oroville Chamber of
Commerce
Monica Nolan, Paradise Chamber
of Commerce

Katie Simmons, Butte County
Administration
Jennifer Macarthy, City of Chico
Dawn Nevers, City of Oroville
Collette Curtis, Town of Paradise

MARKETING COMMITTEE MEETING

August 24, 2023
Time: 9:00 am – 12:00 pm

Courtyard by Marriott
2481 Carmichael Dr, Chico, CA 95928

AGENDA

MISSION: Explore Butte County inspires people to visit Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy making Butte County THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Exploration. Stewardship. Equity. Inclusion. Fun.

1. CALL TO ORDER

2. PUBLIC COMMENT

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

3. AGENDA

3.1 [Discuss and Score Proposals Submitted for the Professional Marketing and Media Buying Services](#)

Six proposals were submitted for Professional Marketing and Media Buying Services. Discuss and score the proposals.

Recommendation: Direct EBC staff to interview top scoring candidates and select a final agency to present to the Board of Directors for approval at the September Board Meeting.

4. SCHEDULE NEXT MEETING

October 2023 - Meet with new agency to review a 2024 marketing plan and budget.

5. ADJOURN MEETING

[Brand Guidelines - Summer 2023](#)

[Explore Butte County Bylaws](#)

[Butte County TBID Management District Plan 2020-2030](#)