

**Board of Directors**

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 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)

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 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

September 10, 2020  
 Time: 12:00 p.m. – 2:00 p.m.

Zoom: <https://us02web.zoom.us/j/89521248542>

Dial in: 669-900-9128  
 Meeting ID: 895 2124 8542

### AGENDA – FINAL

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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, all voting board members will be asked to report individually.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of May 14, 2020

2.2 Approval of August 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 CONSIDER PARTNERING WITH SEESOURCE FOR ACCESS TO DATA IN ORDER TO INFORM MARKETING DECISIONS AND ELEVATE EBC AS AN INFORMATION SOURCE FOR PARTNERS AND JURISDICTIONS**

Presentation – Candie Perkins, See Source

*Strategic Goal: Strong Local Partnerships and Data Management*

EBC's board of directors has agreed that strong local partnerships and data management are strategic goals for the coming year. When evaluating the value we can bring to our local jurisdictions, local legislators, and business partners it can be

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done with data. By investing in data, we would be able to analyze and report about things such as: visitor and their profile, visitor spending, most popular attraction and how long people stay, marketing campaign results, and competitor data. That information would help us understand who our target market is for marketing and also allow us to share that type of information with those hoping to invest in tourism business, leading to an increase in confidence in investing in the area.

**Recommendation:** *To partner with a data company in order to analyze past and current visitor trends and data. (Board direction to be given on start date and plan.)*

#### 4.2 CONSIDERATION OF CREATING A NEW ZONE MARKETING POLICY THAT WOULD GIVE THE PLANNING AND REPORTING TO EACH INDIVIDUAL JURISDICTION

##### *Strategic Goal: Strong Local Partnership*

Ten percent of TBID collected by EBC each year is specifically earmarked for zone marketing which could be used for marketing each jurisdiction specifically, following the same guidelines mandated in EBC's management district plan. Originally a comprehensive grant program was built to distribute the funds, but it was a cumbersome project and based on results people did not understand what EBC was asking for. The online application and process was shortened, the timeline for applications was removed, and only 2 applications for more than \$5,000 have been received in 2020. The BOD granted Denero the ability to grant funds to organizations if they meet zone marketing criteria and the request is \$5,000 or less.

The current process is not working and since zone marketing was built into the renewal application EBC needs a better way to allocate and spend this budget item. One idea would be to create a jurisdiction-specific committee with at least one EBC hotel board member, to develop an annual plan for spending zone marketing.

**Recommendation:** *To convene an ad hoc zone marketing committee to redevelop the zone marketing program that would include designating a specific group to oversee the planning and spending of zone marketing per jurisdiction, to begin in 2021. Items to be included in the new program should include: Brown Act compliance, organizations that need to be involved, designation of a Chairperson for each committee, meeting frequency, limitations on spending, reporting and results. Draft to be presented at November 2020 board meeting.*

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#### 4.3 CONSIDERATION OF SPENDING PLAN FOR CURRENT ZONE MARKETING

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

Currently there is \$147,349.23 in the entire zone marketing fund; \$118,038.35 Chico, \$28,620.14 Oroville, \$0 Paradise, \$690.74 Unincorporated. As previously mentioned, the process for spending the money is not working. If the Board approves item 4.2, a plan should be developed for spending the current zone marketing. Denero would like the Board to consider splitting that budget in two and dedicating it to 1) wayfinding signage, to begin with trail signage, and 2) building of a countywide film commission.

**Recommendation:** *To appoint this task to an ad hoc zone marketing committee to develop a plan for allocating the current zone marketing funds to spend them as soon as possible.*

#### 4.4 MARKETING COMMITTEE REPORT. CONSIDERATION OF HIKE BUTTE PASS.

The marketing committee has been working on two projects: brand work and recovery campaigns.

*Strategic Goal: Build Brand Awareness*

The July committee meeting was dedicated to a brand voice and tone exercise (outcome attached) led by PorterCo. This was the first step in finalizing the EBC brand materials. The committee is now working on brand promise.

The August committee meeting focused on the launch of a Hike Butte Pass, a 12-15-month campaign gamifying visitation to more than 40 hikes in Butte County. This will be an always-on campaign targeting Butte County locals for the first 3 months followed by drive market campaigning beginning January 1. Total budget is \$136,000 which would be from the \$300,000 allocated during the May meeting to recovery initiatives. The program will be run through third-party Bandwango, will offer limited edition swag giveaways, hike 101 how-to videos, 2 marketing campaigns. Legal counsel was sought and EBC's attorney recommended that the board approve the campaign because of the potential for any liability claims.

**Recommendation:** *To approve the Hike Butte Pass campaign, not to exceed a budget of \$136,000 running October 1, 2020 through December 31, 2021.*

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**4.5 MARKETING COMMITTEE MEMBERS**

The marketing committee is a standing committee who reviews and discusses the current marketing efforts of EBC. Meetings are the last Wednesday of each month from 12:00 – 1:00. Committee members are often sent emails regarding thoughts and feedback on marketing initiatives and opportunities.

**Recommendation:** *Ask for participation for the marketing committee through March of 2021, at which time incoming directors and advisors can participate.*

**4.6 AD HOC TBID RENEWAL COMMITTEE REPORT**

The first step of noticing the Butte County Board of Supervisors that lodging in Butte County would like to continue the TBID for another 10 years was passed on the consent agenda on August 11, 2020. President Spangler, Denero, and Civitas representative were all at the virtual meeting and no questions were asked. Immediately after the meeting the required 45-day noticing to lodging began and information was mailed to all Butte County properties giving them the ability to support or appeal the decision. The formal hearing will be on September 15; all board members and advisors should plan to attend to speak to approving the MDP. Final approval of the Resolution of Formation is scheduled for Tuesday, September 29. In the meantime, the City of Gridley will be considering joining the program on Monday, September 21. We need all lodging in Gridley to write in letters of support. Other tourism-related business should also support the program.

**Recommendation:** *No recommendation, reporting purposes only.*

**4.7 CONVENE AD HOC BUDGET COMMITTEE TO PREPARE 2021 BUDGET**

With the new board member schedule of every other month, the final board meeting of 2020 will be in November. The budget for 2021 needs to be completed and reviewed. Discussion – are there any big-ticket items directors or advisors think EBC needs to address in 2021?

**Recommendation:** *Convene ad hoc budget committee for the purpose of creating the 2021 budget. Chairperson needs to be designated.*

**4.8 CONVENE AD HOC NOMINATIONS COMMITTEE TO RECRUIT AND PREPARE SLATE OF NOMINATIONS FOR BOARD SEATS EXPIRING IN MARCH 2021**

*Strategic Goals: Board Development*



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Current board policy for nominations dictates an ad hoc nominations committee be formed during the September board meeting. Full policy and timeline attached.

**Recommendation:** *Convene ad hoc nominations committee to recruit and prepare slate of nominations for board seats expiring in March 2021.*

#### **4.8 CONSIDERATION OF LETTER OF SUPPORT FOR PARADISE RECREATION AND PARKS DISTRICT**

*Strategic Goals: Strong Local Partnerships*

Paradise Recreation and Parks District is seeking a grant from the Sierra Nevada Conservancy for connected trails work to be done on the Paradise Ridge. They have identified EBC as a strategic partner, particularly for tourism marketing. As part of the grant proposal a letter of support is required.

**Recommendation:** *Approve letter of support for PRPD's grant proposal as attached, to be signed by board president.*

#### **4.9 CONSIDERATION OF POLICY ALLOWING TYPICAL LETTERS OF SUPPORT TO BE APPROVED BY DESIGNATED COMMITTEE**

Current EBC policy requires any and all letters of support to be presented to the full board, as the full board must make decisions on behalf of the board. Oftentimes this disallows EBC from supporting something because the support letter has a specific deadline. Instead, would the board considering designating a sub-committee who have the oversight to review the requests and make decisions on behalf of the board? By law, this would be a Brown Act committee, but could be convened when necessary to review the requests.

**Recommendation:** *To designate a board committee to review support letter requests and answer on behalf of the full board.*

#### **4.10 CONSIDERATION OF FINALIZING STRATEGIC PLAN**

During the designated July board meeting the group met instead to complete a strategic planning session. The draft goals and plan were distributed to the full group, but at this time we should review the goals and determine who would like to be on any team or sub-goal. Based on feedback, staff would like the board approval to finalize the plan.

**Recommendation:** *To finalize the 2020-2021 draft strategic plan. (Note any changes that need to be made.)*

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**5. REPORTS AND COMMUNICATIONS****5.1 EXECUTIVE DIRECTOR REPORT *Carolyn Denero***

- Operating Budget Update
- CPPA law update
- Aaron Stewart Contract
- SCWA

**5.2 ITEMS FOR NOVEMBER BOARD MEETING**

- Presentation from Paradise Recreation & Parks District
- 2021 Budget Review and Approval
- 2021 Marketing Plan Review and Approval
- Recommendations?

**6. ADJOURNMENT**

Next regular board meeting is scheduled for November 12, 2020.

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## EXPLORE BUTTE COUNTY REGULAR BOARD MEETING

May 14, 2020

Time: 12:00 p.m. – 2:00 p.m.

Call in information

Dial in: 669-900-9128

Meeting ID: 815 4595 3246

### MINUTES

**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 – Meeting called to order by President Spangler at 12:05 p.m. Introductions made.

Present – Directors: Spangler, Isenberg, Uhrig, Billah, Paragji, Saddique\*, Johansson, Pearson. Advisors: Anton, Bassett, Feldman, Constantin, Leonard, North, Schuster, Taylor, Ugie.

\*arrived late

Guests – Aaron Wright, State Parks; Pat Macias, MONCA; Scott Dowell, City of Chico

Staff – Denero, Baer, Salas

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of March 12, 2020 and Special Board Meeting of March 23, 2020.

2.2 Approval of March and April 2020 Financial Reports

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

The motion carried by the following vote:

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

NOES: None

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ABSTENTIONS: None

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.

Jennifer Leonard: Almendra is still making hand sanitizer. Interested parties can fill out the request form online; it is also available by individual bottle sales.

Heather Ugie: Slater & Sons donated 5,000 face masks thru 5<sup>th</sup> Sun and the Chico Chamber has been working to distribute those to businesses who need them.

Regarding face coverings: Mohammad Billah mentioned that he has been sourcing face coverings for \$0.50/piece; Nicole Johansson has a local source at \$0.79/piece; Melissa Schuster mentioned that SprayChem has industrial supplies as well.

4. **REGULAR AGENDA**

**4.1 CONSIDERATION OF ANALISE UHLRIG TO FILL CHICO LODGING BOARD SEAT**

Board member, Dori Franklin, representing Oxford Suites for one of three Chico lodging board seats, is no longer working at Oxford and had to resign from the Explore Butte County board of directors. Dori has recommended that Director of Sales for Oxford Suites, Analise Uhlrig, be considered by the board of directors to fill the now-vacant seat.

A motion was made by Director Isenberg and seconded by Director Johansson to appoint Analise Uhlrig, representing Chico lodging, to Dori's vacated seat. Her term will begin immediately and end March of 2022.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Pearson, Johansson, Billah, Uhlrig, Saddique (Paragji call dropped for this vote.)

NOES: None

ABSTENTIONS: None

**4.2 CONSIDERATION OF CHICO ZONE MARKETING PROPOSAL BY CHICOSTART**

Chicostart submitted a proposal for \$50,000 for Chico zone marketing funds to support various projects for the current year. The funding would support multiple projects in 2020 including: growTECH Fest, expanding Grow with Google

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workshops with promotional videos, creation of a poker run-style tech tour, and downtown crawl centered around start-up companies. Funding the proposal would allow Chicostart to reach a broader audience and elevate the experiences participants would have and associate with Chico and Butte County.

The BOD had many follow up questions regarding the amount of money requested and the possible results. Direction was given to Eva to re-write the proposal with updated information with direct marketing costs, potential overnight stays, estimate on the value of inviting people into the area. They would like to see more value and better results. Once the proposal is update the BOD would consider revisiting the proposal.

A motion was made by Director Johansson and seconded by Director Billah to table further discussion until the next board meeting.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

#### **4.3 FINANCIAL UPDATE DUE TO COVID-19**

Effective March 23 all EBC marketing efforts were paused as more information regarding COVID-19 was being reported and the State issued a stay-at-home order. This board made the decision to quickly adjust the operating budget based on a worse-case scenario with the understanding that if our lodging properties did not have visitors, the TBID budget would be significantly impacted. Conversations were had at the jurisdiction level regarding deferments of TOT, which did not take place in any jurisdiction, and the potential for adjusting the current management district plan should there be a need to defer TBID payments, which did not happen. Based on reduced expenditures and reduces income, this is a review item of our current cash flow and cash assets.

Financial status update was given. No questions asked, no direction given.

#### **4.4 MARKETING COMMITTEE REPORT AND CONSIDERATION OF ALLOCATING \$300,000 TO FUTURE RECOVERY CAMPAIGNS**

The marketing committee reviewed potential pivots for marketing plans when it is time to begin advertising Butte County again. The current marketing plan, and allocated budget, have been stopped and the committee reviewed different ideas that would drive overnight stays directly. With reduced income to EBC this year,

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the new activations and campaigns would require \$300,000 be allocated from reserve funds.

A motion was made by Director Johansson and seconded by Director Pearson to allocate \$300,000 of reserve funds to recovery initiatives that will include immediate, mid-term, and long-term campaigns to be directed by the marketing committee.

The motion carried by the following vote:

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

NOES: None

ABSTENTIONS: None

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

The updated management district plan was submitted to Butte County for County Counsel to review. Counsel review took longer than expected because of shifting priorities due to COVID-19. On Friday, May 8, the management district plan was approved, and the petition drive can commence. The proposed renewal timeline has been extended because of the extra time at the County. The district renewal is still scheduled to take place prior to the November termination date.

Update was given. No action necessary.

#### **4.6 CALIFORNIA TOURISM MONTH AND 2019 ECONOMIC IMPACT REPORT**

May is California Tourism Month, a time when tourism leaders remind local leaders of the economic impact travel and tourism has on our local communities. This year is it more important than ever as travel and tourism is one of the most hard-hit sectors of the economy due to COVID-19. The total direct travel spending in Butte County in 2019 was \$338.7 million, up from \$312.2 million in 2018; transient occupancy tax collected was \$4.75 million, up from \$3.85 million in 2018 (23% increase). Infographic information of the 2019 impact can be found at <https://industry.visitcalifornia.com/research/economic-impact?sort=county&region=Butte>

Update was given. No action necessary.

#### **4.7 CONSIDERATION OF ADDITIONAL FUNDING SOURCES**

EBC is currently funded solely by the BCTBID; all funding comes from Butte County lodging properties. As occupancy rates dropped dramatically as a result of the coronavirus pandemic, the operating budget was also dramatically reduced.

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Fortunately, EBC has reserve funds that will allow the organization to maintain operations and create recovery campaigns in the near future. It has been recommended by industry leaders that DMOs secure multiple funding sources to strengthen revenue streams and not be as vulnerable to changing markets. As a non-profit organization, EBC may have opportunity to secure sponsorships as well as grant funding for specific projects.

A motion was made by Director Isenberg and seconded by Director Johansson to keep abreast of additional funding sources for EBC activities, and to create a committee that will oversee these opportunities.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Pearson, Johansson, Billah, Uhlrig, Saddique, (Director Paragji's connection was dropped for this vote)

NOES: None

ABSTENTIONS: None

5. **REPORTS AND COMMUNICATIONS**

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

All non-voting members were asked to leave the meeting for closed session.

6. **CLOSED SESSION**

6.1 **ANNUAL REVIEW OF EXECUTIVE DIRECTOR**

Review given and agreed upon by E.D. and BOD.

7. **ADJOURNMENT**

Meeting adjourned at 2:25 p.m.

Minutes respectfully submitted by Carolyn Denero





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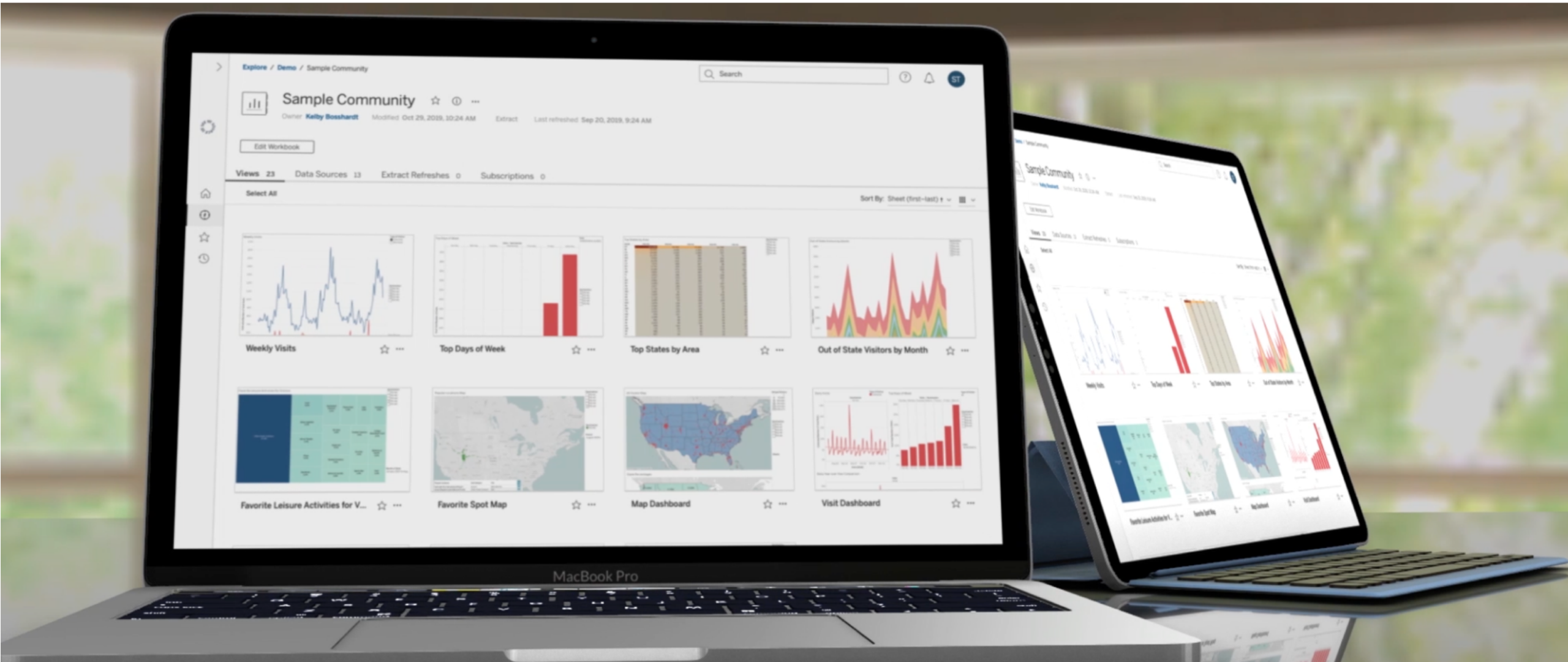
Our household level demographic and psychographic data allow us to create lookalike audiences to those who have visited your or competitor locations in the past and place ads to them on their mobile device.



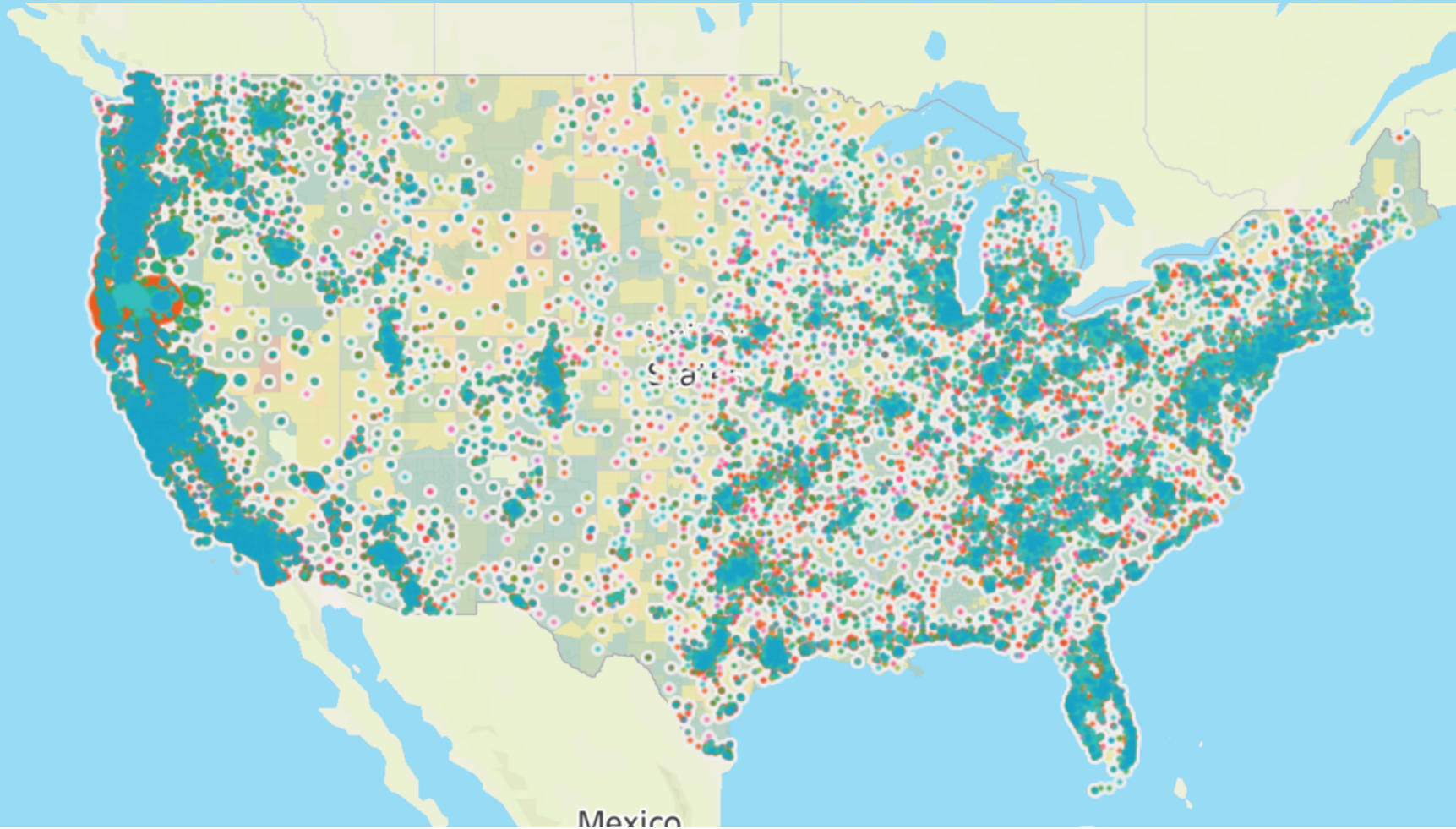
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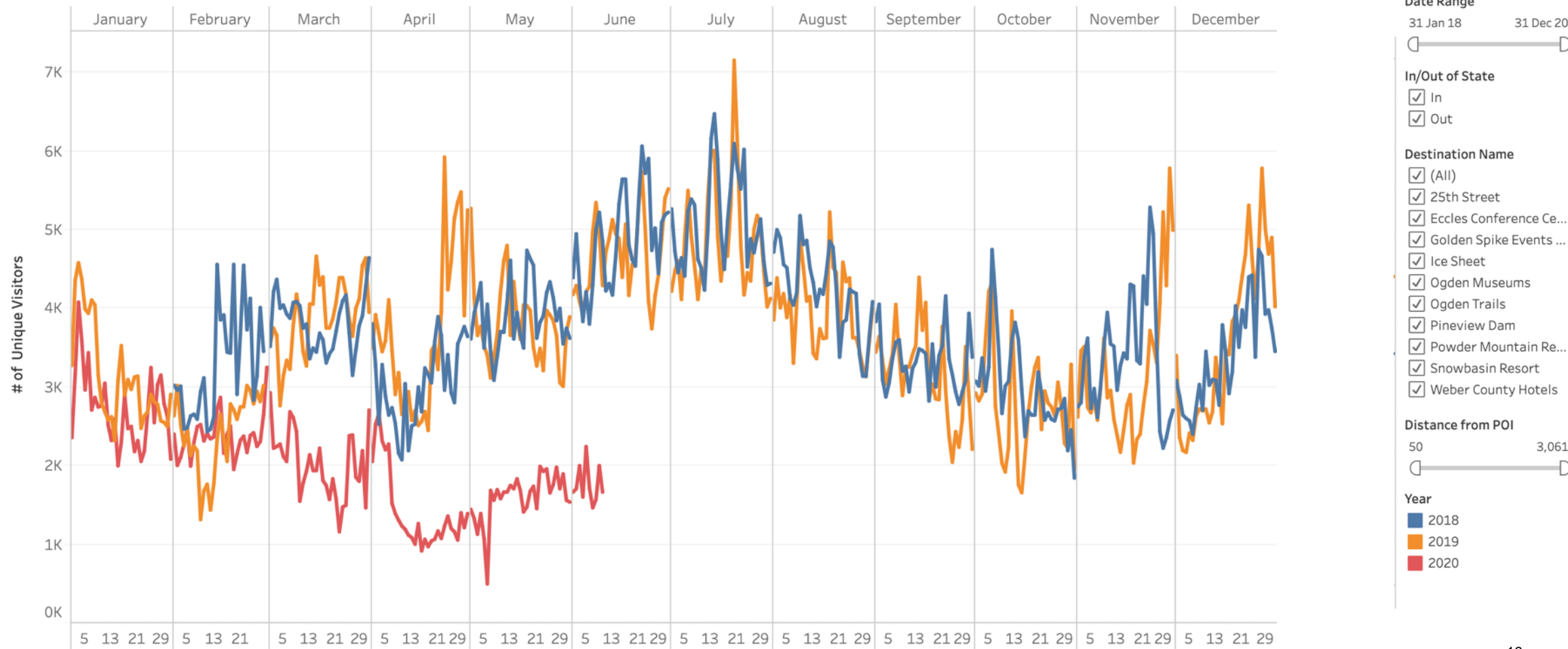


# VISITORS BY ORIGIN & Point of Interest (POI)



# DAILY # OF UNIQUE VISITORS

Daily # of Unique Visitors





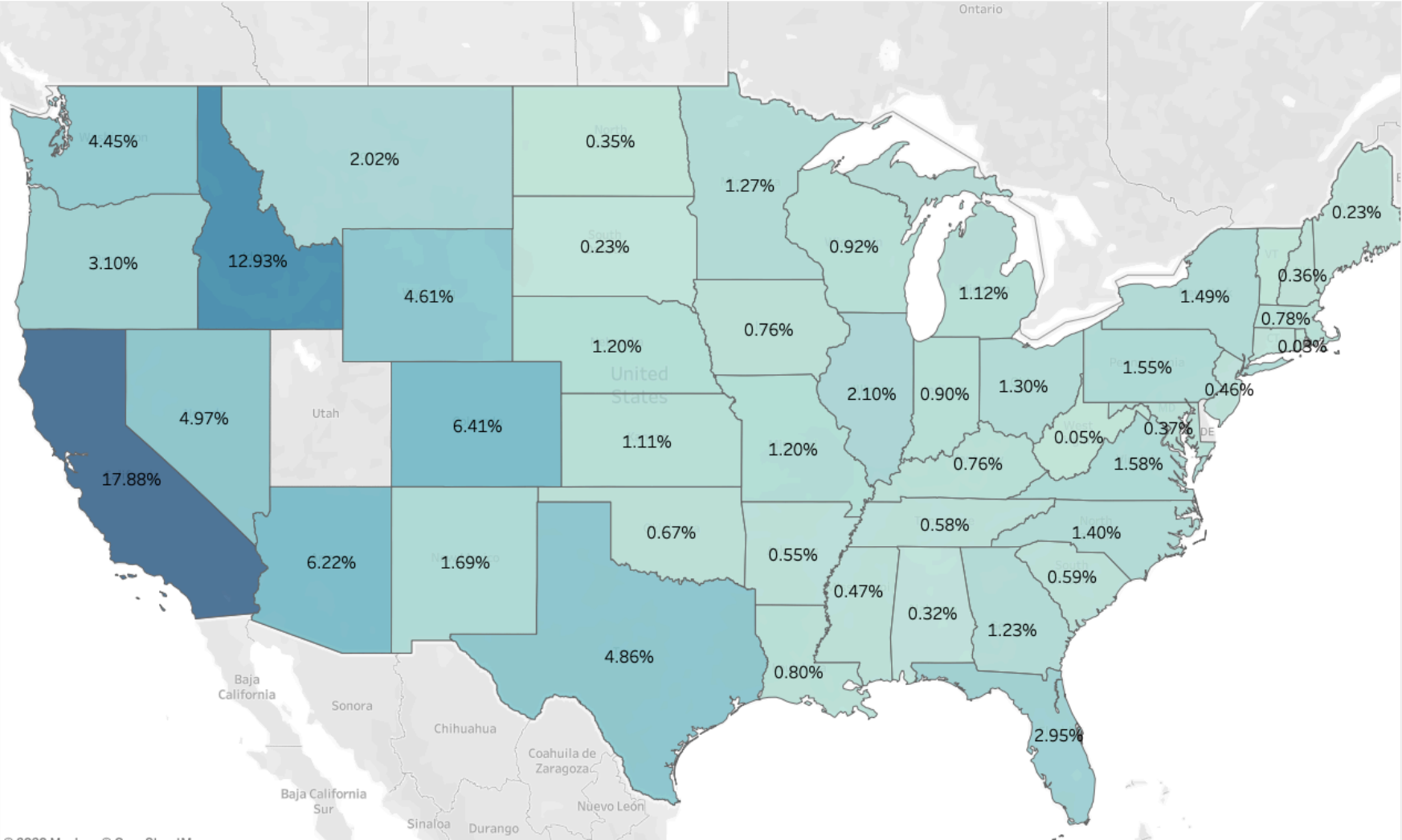
# VISITOR PROFILE

## Visitor Profile

Zip Code	State Abbr	City Name	35 to 44	45 to 54	55 to 64	65+	Gen Z	Millenials	Gen X	Boomers	% of Households w/ Children	Avg. Household Size	Median Income	Bachelor Degree or Higher
94028	CA	Portola Vall..	8.2%	17.0%	16.2%	27.6%	15.6%	7.5%	22.0%	43.8%	31.05%	3	244,671	83.4%
10007	NY	New York	19.7%	16.1%	9.5%	5.9%	10.3%	33.0%	27.0%	15.4%	25.35%	2	242,644	76.8%
94024	CA	Los Altos	11.6%	16.4%	16.9%	19.6%	17.6%	9.4%	25.3%	36.5%	41.07%	3	220,970	83.9%
98314	WA	Bremerton	3.9%	0.4%	0.2%	0.0%	80.7%	16.7%	2.0%	0.2%	69.23%	3	218,750	25.5%
22066	VA	Great Falls	9.2%	18.2%	17.3%	18.3%	20.8%	9.1%	22.6%	35.6%	39.42%	3	218,638	80.1%
06870	CT	Old Greenw..	13.5%	18.7%	12.3%	13.2%	19.4%	12.1%	24.1%	25.5%			217,361	77.3%
92657	CA	Newport Co..	11.0%	20.0%	18.5%	19.0%	16.0%	12.7%	23.5%	37.5%	25.15%	3	215,000	72.6%
10504	NY	Armonk	9.8%	18.1%	17.6%	14.4%	24.2%	7.7%	22.8%	32.0%	43.23%	3	213,234	82.3%
10577	NY	Purchase	4.2%	8.2%	6.2%	6.4%	68.1%	4.0%	9.3%	12.6%	35.32%	3	213,173	71.8%
02468	MA	Waban	10.4%	16.2%	17.8%	19.3%	19.2%	10.0%	23.6%	37.1%			212,394	89.7%
94022	CA	Los Altos	11.1%	16.9%	14.6%	23.1%	16.1%	11.1%	23.8%	37.7%	32.52%	3	208,984	82.5%
06820	CT	Darien	13.5%	17.1%	12.2%	11.9%	24.7%	10.6%	24.7%	24.1%			208,848	81.0%
11724	NY	Cold Spring ..	11.2%	18.0%	15.3%	13.1%	21.2%	16.2%	20.4%	28.4%	40.80%	3	207,656	80.7%
06878	CT	Riverside	14.6%	19.3%	11.7%	13.0%	20.7%	12.3%	22.6%	24.7%			207,500	71.3%
76092	TX	Southlake	13.6%	21.0%	14.6%	8.8%	23.8%	9.5%	28.2%	23.4%	49.88%	3	207,127	68.8%
60022	IL	Glencoe	11.2%	17.2%	16.6%	16.8%	22.9%	7.6%	22.9%	33.4%	38.30%	3	204,118	86.6%
22039	VA	Fairfax Stat..	9.2%	16.3%	20.5%	16.2%	22.0%	9.8%	22.7%	36.7%	34.96%	3	204,063	77.2%

# MARKET SHARE

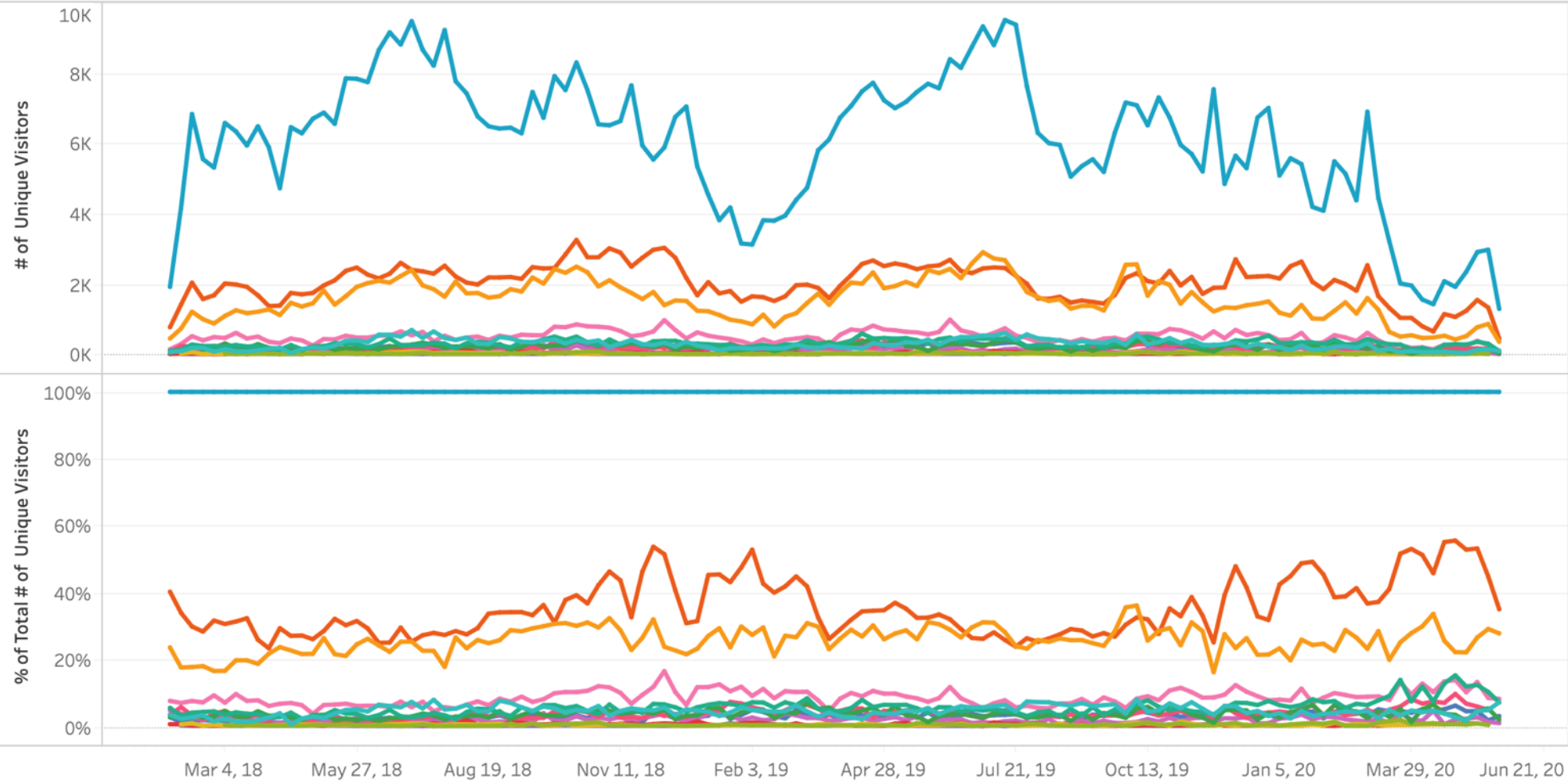
State Percentages





# POINT OF INTEREST CORRELATION

POI Correlation



# SEE SOURCE AVERAGE DAYS IN AREA BY POI

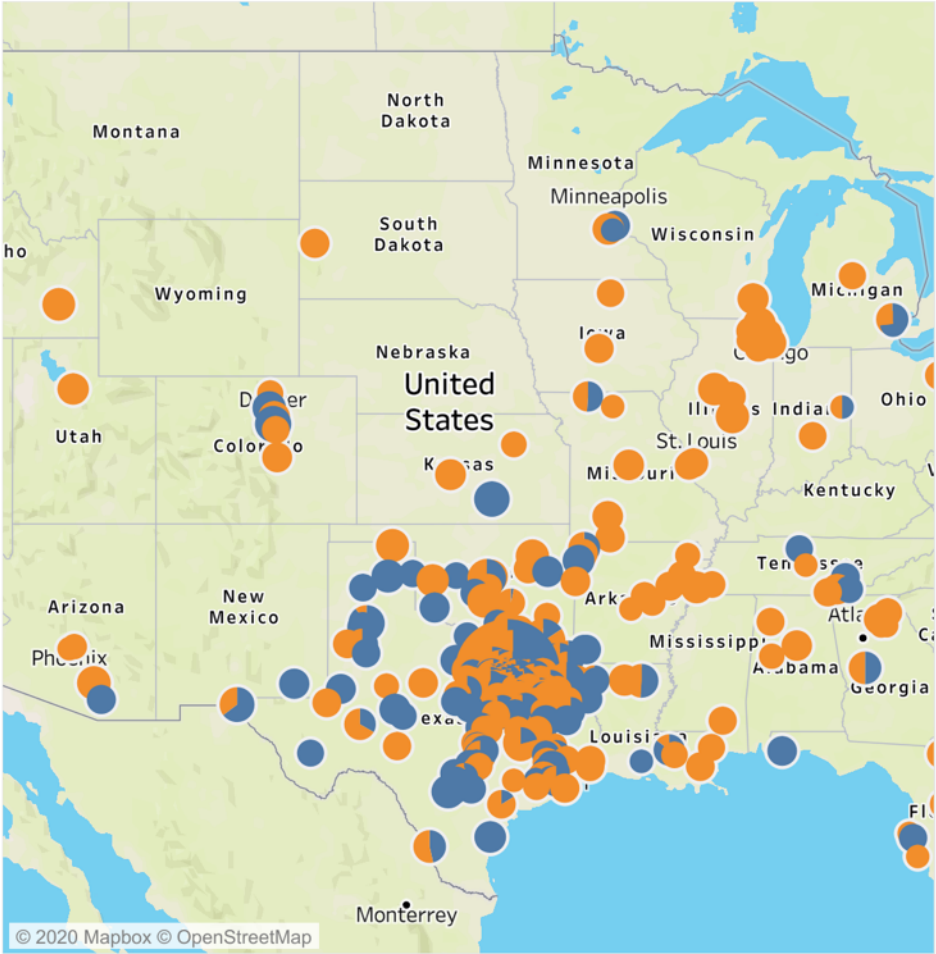
## Days in Area

Home Zip5	City Name	State Abbr	Destination Name					
			City of Santa Fe	Historic Hotels District	Santa Fe Airport	Santa Fe County	Santa Fe NM Hotels -Cerrill..	Santa Fe Plaza
Average			2.67	1.95	1.82	2.61	1.90	1.32
99901	Ketchikan	AK	1.70			2.47		
99835	Sitka	AK	1.50			1.50		
99824	Douglas	AK				3.80		
99801	Juneau	AK	3.68	1.88		4.27		
99712	Fairbanks	AK	2.29			2.50		
99709	Fairbanks	AK	2.78	1.57		2.71	1.33	
99705	North Pole	AK	2.91			3.27		
99703	Fort Wainwright	AK	1.29			1.37		
99676	Talkeetna	AK				5.43		
99672	Sterling	AK				1.50		
99669	Soldotna	AK	1.38			2.00		
99654	Wasilla	AK	1.88	1.25		1.67	1.25	
99645	Palmer	AK	2.63	2.40		2.28		1.20
99623	Wasilla	AK	1.24			3.31		
99615	Kodiak	AK				1.00		
99611	Kenai	AK	1.00			2.30		
99603	Homer	AK	3.40	1.50		2.95		
99577	Eagle River	AK	4.58	1.80		4.62	1.80	1.00
99567	Chugiak	AK	2.56			1.88		
99518	Anchorage	AK	1.43			2.30		

Values shown above represent the average number of days an individual has been observed at the point of interest within the specified date range, aggregated by home zip code. Please contact us to generate a targeted advertising list based around high frequency visitors.

# SPECIAL EVENT – VISITORS BY CITY

City Map



# of Visitors/Customers by City

City	Convention Center	Pro Rodeo
Fort Worth	1,815	4,077
Balch Springs	1,707	1,637
Grand Prairie	1,552	1,853
Rowlett	1,097	1,597
Rockwall	591	1,486
Wylie	556	793
Forney	406	1,151
Farmers Branch	395	562
Fate	385	375
Waxahachie	262	197
Wichita	256	
Frankston	210	
Cockrell Hill	197	86
Kaufman	191	178
Combine	188	385
McKinney	181	729
Flower Mound	181	284
Sachse	167	312
Corsicana	163	143
Killeen	153	
Royse City	145	262

Date Range  
January 2019 to Septem..

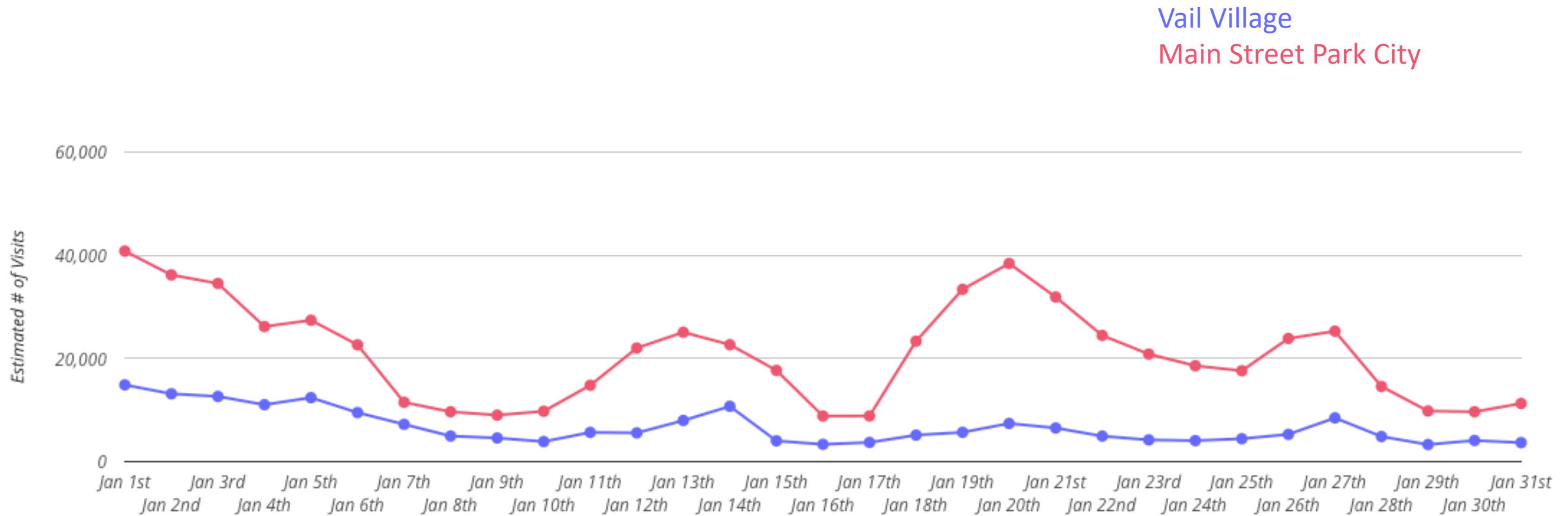
Destination

☒ Convention ..  
☒ Pro Rodeo

Destination

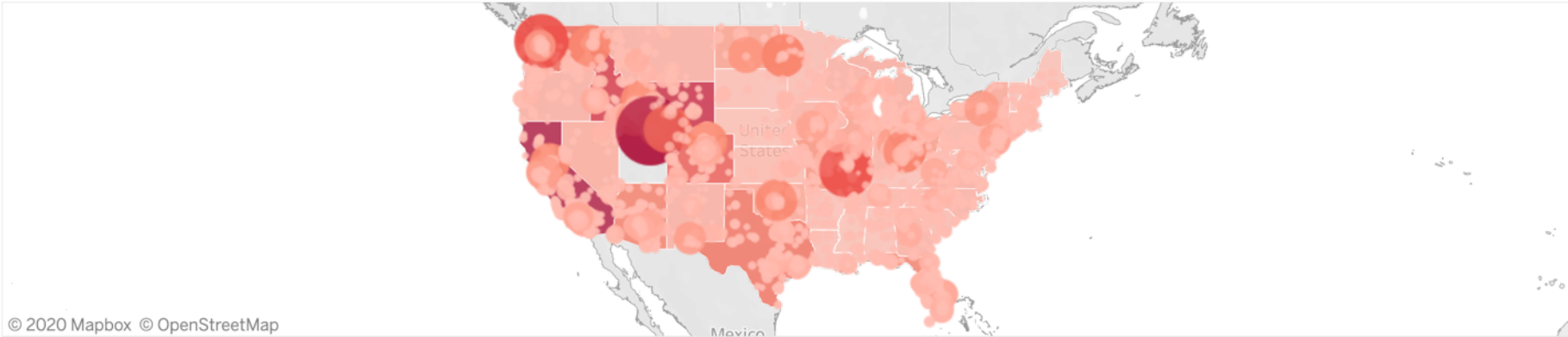
☒ Convention ..  
☒ Pro Rodeo

# COMPARABLES – VISITOR TRENDS



# TOP SPENDING COMPARISONS

Spending Map Comparison



Top Spending States

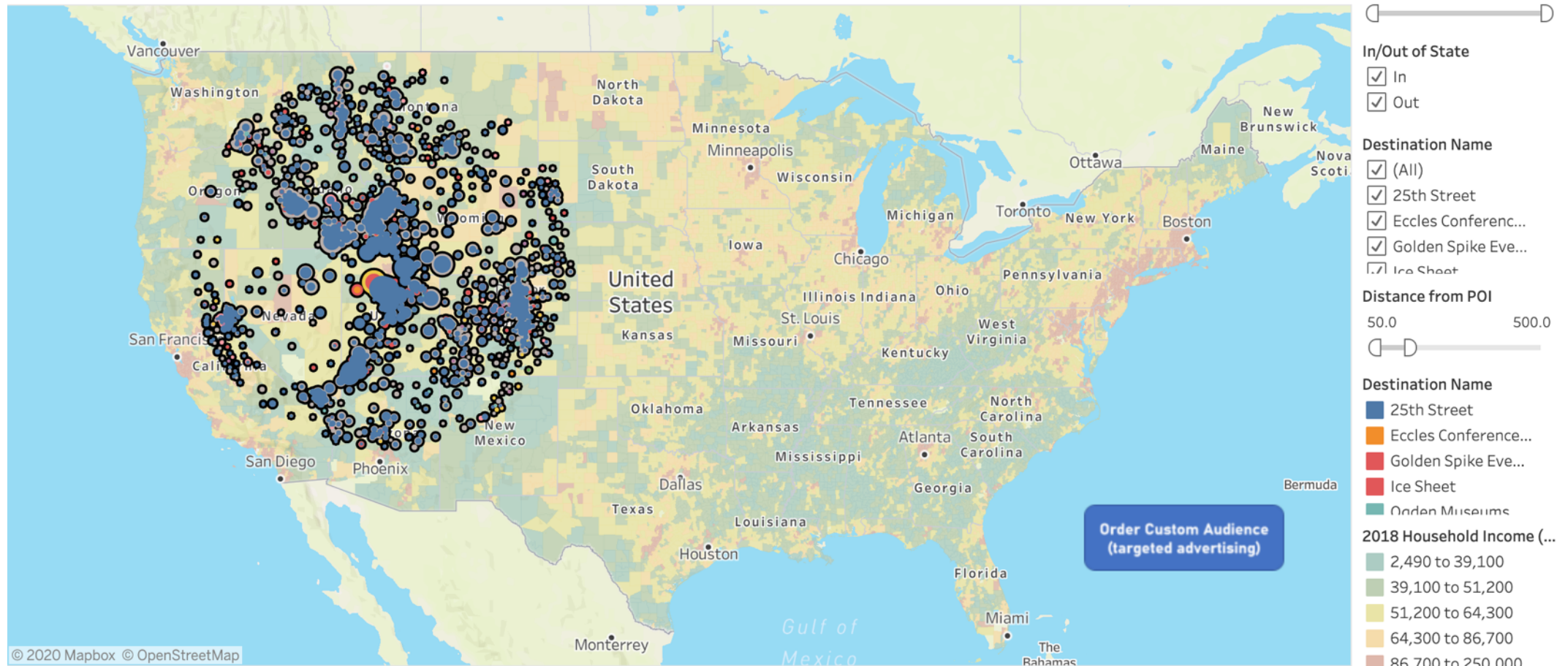
State	Location of Transaction		
	84401	84403	84405
Wyoming	6.97%	6.87%	20.93%
Idaho	10.92%	5.58%	13.52%
California	12.31%	12.91%	9.32%
Arizona	3.55%	3.71%	7.88%
Colorado	4.73%	9.08%	5.37%
Florida	4.55%	4.21%	5.20%
Texas	6.04%	5.63%	4.22%
Washington	5.33%	8.22%	3.77%

Top Spending Zip Codes

Billing Zip Code	Location of Transaction		
	84401	84403	84405
82930	2.72%	1.95%	8.85%
13215	1.90%	0.20%	0.22%
83401	1.90%	0.33%	1.12%
91104	1.63%	0.04%	
82901	1.52%	1.37%	2.57%
08889	1.48%	0.34%	0.09%
98101	1.48%	0.36%	0.09%
25901	1.20%	0.04%	0.08%

# DEVICE ID ADVERTISING

US Map of Visitors





SEE SOURCE

# VISITOR AND POI TARGETED MARKETING

## DAILY VISITOR DATA

SEE SOURCE  
ANALYSIS

## VISITOR PROFILE BY SEASON OR POI

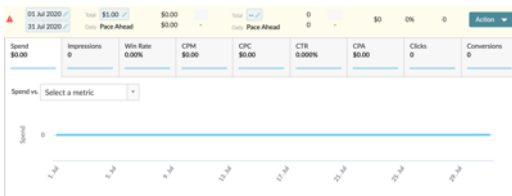
Top Attendee Zip Codes and Demographics										
Zip	City	County	State	Unique Customers From Zip	Avg. Attendee Age	Avg. Attendee Income	Avg. % of Male	Avg. % of Female	Avg. % of White	
90404	Long Beach	Los Angeles	CA	1,455	35.5522	62,306	28	72	13%	71%
90404	Ogden	Washoe	NV	1,586	38.0403	58,885	32	68	19%	19%
90404	Las Vegas	Clark	NV	1,593	29.3123	1,303	33	67	19%	19%
90404	Las Vegas	Clark	NV	1,200	34.0845	60,885	32	68	20%	19%
90404	Las Vegas	Clark	NV	1,127	37.7493	60,121	32	68	20%	19%
90411	Long Beach	Los Angeles	CA	907	29.4478	54,240	24	76	14%	14%
90411	Las Vegas	Clark	NV	909	31.025	55,935	24	76	14%	14%
90411	Clearfield	Davidson	NC	997	42.6813	62,559	37	63	20%	15%
90414	Homewood	Baldwin	AL	856	4.1527	70,765	55	45	22%	24%
90414	Las Vegas	Clark	NV	812	36.848	60,885	32	68	21%	19%
90402	City of Las Vegas	Washoe	NV	836	27.2141	44,951	32	68	21%	15%
90402	Las Vegas	Clark	NV	824	36.848	60,885	32	68	21%	19%
90414	Wheatland	Baldwin	AL	732	9.3565	77,521	54	46	25%	25%
90414	Las Vegas	Clark	NV	714	42.1478	60,885	32	68	21%	19%
90414	Prichard/Vince	Washoe	NV	668	13.8199	70,125	53	47	20%	20%
90414	Las Vegas	Clark	NV	658	36.848	60,885	32	68	21%	19%
90408	Las Vegas	Clark	NV	627	29.4338	60,796	36	64	27%	17%
90408	Las Vegas	Clark	NV	627	30.8493	60,885	36	64	27%	15%
90409	Springdale	Washoe	NV	631	29.7233	60,885	37	63	27%	15%
90409	Las Vegas	Clark	NV	627	30.8493	60,885	36	64	27%	15%
90415	Homewood	Washoe	NV	456	24.8624	49,748	32	68	22%	19%
90415	Clinton	Washoe	NV	420	26.824	46,478	32	68	22%	19%
90415	Las Vegas	Clark	NV	420	31.6843	60,885	32	68	22%	19%

SEE SOURCE  
DATA

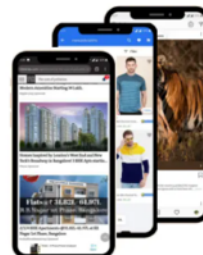
## IDENTIFY LOOKALIKE VISITORS



## DAILY ANALYTICS & ATTRIBUTION



## DEVICE ID ADVERTISING



SEE SOURCE  
DATA

SEE SOURCE  
DATA

25-34 Yr. - Outdoor Rec. Enthusiasts  
65+ Yr. - Museums, Nat. Parks, Golf  
35-50 Yr. - Mountain Bikers/Skiers  
25-34 Yr. - Beach Goers/Family POI  
19-25 Yr. - Outdoor Rec/ Music Festivals



# SEE SOURCE YOUR “BIG DATA” PARTNER

## Data Plans

### SILVER

*Basic Plan with Location Data*

- ✓ **5** Points of Interest
- ✓ **1** Special Event Report
- ✓ **Free** Interactive Dashboard
- ✓ **Up to 20** Customized Reports
- ✓ Cell Phone **GPS Data**
- ✓ **Free** Support

### GOLD

*Advanced Big Data Plan*

- ✓ **10** Points of Interest
- ✓ **2** Special Event Reports
- ✓ **Free** Interactive Dashboard
- ✓ **Up to 30** Customized Reports
- ✓ Cell Phone **GPS Data**
- ✓ **Free** Support

Most  
Popular

### PLATINUM

*Comprehensive Big Data Analysis*

- ✓ **20** Points of Interest or Special Event Reports
- ✓ **Free** Interactive Dashboard
- ✓ **Up to 70** Customized Reports
- ✓ Cell Phone **GPS Data**
- ✓ Two Years of Historical Data
- ✓ **Free** Premium Support

# SEE SOURCE YOUR “BIG DATA” PARTNER

## Monthly Subscription Plans

Population Size	SILVER	GOLD	PLATINUM
More than 200,000	Inquire for custom pricing		
Between 130,000 and 200,000	\$1,897	\$2,247	\$2,847
Between 90,000 and 130,000	\$1,697	\$2,047	\$2,647
Between 50,000 and 90,000	\$1,497	\$1,847	\$2,447
Between 20,000 and 50,000	\$1,297	\$1,647	\$2,247
Less than 20,000	\$997	\$1,347	\$1,947

\* Consumer spending data is an additional \$380/month.

\* 2 Years of historical data is a \$500 one-time fee.



**QUESTIONS?**

**801.823.0083**



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

ExploreButteCounty.com

#### Board of Directors

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FRRPD

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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, July 29, 2020  
10:00 am – 12:30 pm  
Via Zoom Meeting

### MINUTES

#### ATTENDANCE:

Present – Johansson, Pearson, Spangler, Schuster, Leonard, North, Denero, Baer, Salas, PorterCo team (Tami, Shelly, Lori)

#### AGENDA

1. Brand Voice and Tone Exercise – facilitated by Lori and Shelly from PorterCo.
  - a. [Brand Archetype](#) reference document, prepared by Ashley Baer delivered prior to the meeting
  - b. PorterCo's [Brand Archetype](#) document used during facilitation
  - c. The committee worked through the [brand voice and tone](#) exercise and unanimously decided that the brand is:
    - i. Down-to-earth but not mundane
    - ii. Authentic but not bossy or pretentious
    - iii. Determined but not pushy
    - iv. Outdoorsy but not necessarily athletic or extreme
    - v. A value destination but not cheap
  - d. PorterCo will develop the final “working sentences” on how we use these guidelines to stay on brand with voice and tone.

Meeting adjourned at 1:00 p.m.





We Are

Down-to-Earth

Authentic

Determined

Outdoorsy

A Value  
Destination

But

Not Mundane

Not bossy or  
pretentious

Not pushy

Not necessarily  
athletic or extreme

Not Cheap



## July

1. Ashley's Monthly Social & Web Reports - July
  - a. Budget: \$350
  - b. Social Media Report w/ Discussion:  
[https://drive.google.com/file/d/1ur3DJ5IPJEtvNNkPJMaK4dOiVfs\\_tEW6/view](https://drive.google.com/file/d/1ur3DJ5IPJEtvNNkPJMaK4dOiVfs_tEW6/view)
  - c. Web Traffic Report:  
[https://drive.google.com/file/d/1gF2jrFmKSGumklB9kIV\\_9ACF7WoFwDDk/view](https://drive.google.com/file/d/1gF2jrFmKSGumklB9kIV_9ACF7WoFwDDk/view)
2. #FREEDOM Campaign ([link to deck](#))
  - a. Budget: \$50,000
  - b. Actual Spend: \$15,790
  - c. Media Impact: Run dates shortened
    - i. Ad Impressions - [Report](#) from PorterCo
    - ii. Traffic to website
      1. Pageviews = 4,630
      2. Unique pageviews = 3,516
      3. Average time on site = between :51 - 1:06
      4. Returning visitors spent 2x as much time on the page as first-time visitors.
      5. We saw measurable traffic to participating hotels' pages, which we generally don't see.
  - d. Rooms reserved: 8 of 150
  - e. Discussion:
    - i. We saw good traffic to the website, but did not see the conversion to bookings.
      1. People had to call to book, could've lost them there because it wasn't a click to book;
      2. They may not have been interested in staying at the participating hotels;
      3. The date range may not have been convenient;
      4. Traveler sentiment: people said they were ready to travel but when offered an incentive they may not really have been ready to book a hotel room.
    - ii. We were the only source of the information.
      1. If hotels cross-promoted or housed the special on their site could there have been more traction for booking.
    - iii. If we were to do something like this again we would need to have a direct-booking option - a call-to-book incentive didn't seem to be the way to go.

## Upcoming Projects

3. Data Tracking / Measurement
  - a. Bandwango - passport program that tracks users (contract on it's way)

- i. Link to information:  
<https://drive.google.com/drive/folders/1KtVYA5tYWYrL4NMQOQhVaU0WfWfoAXAU?usp=sharing>
  - b. See Source vs. Arrivalist
    - i. Big Data - who is coming into market, where are they going, how long are they staying, what are they spending on?
    - ii. Doing research on big data companies and what information they can provide us.
- 4. Traci & Pick Ups
  - a. Press Releases
    - i. [6/24](#) - With Some of the Best Swimming Holes & Waterways in the State, Summer is the Perfect Time to Explore Butte County
      - 1. [Getaway to Butte County](#) - ABC10
      - 2. [Swimming Holes in Butte County](#) - KAHN FM
    - ii. [7/8/20](#) - Explore Butte County Executive Director Carolyn Denero Named to Serve on the California Travel Association Leadership Team
  - b. We were working on a partnership release with DCBA to discuss the Thursday Night Market and outdoor dining, but it was postponed
- 5. Partnerships
  - a. EBC is working with Sierra Oro Farm Trail as they transition to a farm box for delivery instead of passport weekend.
    - i. We will partner in creating the printed piece that is displayed in all of the boxes.
    - ii. John Pearson will be facilitating the live tastings.
    - iii. We will work with hotels who may want to offer a "Taste of Butte" booking special (still working on details).
    - iv. Traci (EBC Communications) will be distributing the press release.
  - b. SOFT is partnering with Sierra Nevada, Lundberg Farms, Chico State Alumni association.
    - i. A lot of people want to be a part of this year's event, old partners returning to participate.
- 6. \$300,000 Budget Update & Plan
  - a. Proposed a plan for immediate, intermediate, and long term ideas for recovery. The immediate plan for recovery was #Freedom, buy one get one room and has been completed. It is under budget by about \$20,000.
  - b. Intermediate plan - gamify an outdoor experience. Purchase an annual subscription to Bandwango to create passports to experiences across the county.
    - i. Cost - \$14,500
    - ii. Timeline - 45 days
    - iii. Unlimited passports but can roll out only one at a time.
    - iv. This can be a 6-month ad campaign; first 3 months, focus on local market - get our community involved, next 3 months focus on Sacramento, Reno,



and northern California. See what the traffic looks like and then determine if we widen the advertising area.

7. Face Covering Content

- a. Need to acquire assets showing the current state of Butte County with people wearing face coverings, support the state mandate
  - i. \$400 budget for UGC contest for locals to share photos while out and about in Butte County (advertising line item)
  - ii. \$3,050 budget for Results Imagery to capture owned photo assets at visitor-serving businesses with people wearing face coverings (creative line item)
- b. Will have assets complete by end of August

8. Marketing Committee Meeting (Brand Voice & Tone) [Minutes](#)

9. California Privacy Law (CCPA) - going to affect the website and social media

- a. Still researching what this means and its ramifications
- b. Stricter data control for people living in California
- c. Requires website updates to be in compliance (estimate from Langlers for \$4,560 and recommendation to get legal advice - \$?. All from website line item)
- d. Will affect Facebook targeting and remarketing



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Ben North  
Photography

Melissa Schuster  
Town of Paradise

Audrey Taylor  
EBHB

Heather Ugie  
Chico Chamber

## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, August 26, 2020  
12:00 p.m. – 1:00 p.m.

Via Zoom Meeting  
**MINUTES**

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### ATTENDANCE

Present: John Pearson, Nicole Johansson, Bruce Spangler, Melissa Schuster, Jennifer Leonard, Victoria Anton, Kiran Paragji. Staff: Denero, Baer, Salas.

AGENDA – (Due to time constraints items on the agenda were discussed in the order below, not as outlined in original agenda.)

1. Bandwango: 12-15 month plan for promoting outdoors.  
Recommendation to approve the budget and plan as given power during May board meeting.
  - a. Committee walked through the presentation deck regarding logistics, marketing, and budget.
  - b. Committee agreed that the budget item is sufficient, and will span 12 months.
  - c. Items for further review and follow up:
    - i. Legal – work with Aaron Stewart regarding board liability for a hike, ADA compliance, and other?
    - ii. Create shorter Hiking 101 videos for various social media platforms.
    - iii. Review limited edition logo.
    - iv. Sponsorship opportunities – does that work with our goals?
2. SOFT Partnership: <https://sierraoro.sohnreyfamilyfoods.com/>
  - a. This year the Sierra Oro Farm Trail has moved from an in-person farm passport to a SOFT tasting box. They are limited edition boxes which will be available October 11, 2020.
  - b. SOFT has new/stronger partnerships this year, including Sierra Nevada Brewery, Chico State Alumni Office, Lundberg Farms. Leveraging these partnerships will garner more attention for selling the limited edition boxes.

- c. EBC is partnering with SOFT by offering PR services, and a creative budget to print a branded insert in each box. In exchange, EBC is included in all outreach and the official visitors guide will be in each box.
  - d. EBC will purchase a limited quantity of foodie boxes and work with Butte lodging to create an October lodging special which would include a foodie box with a booked hotel stay. Estimated demand is 50 boxes.
- 3. Brand work
  - a. [Brand promise](#) - the committee will work through EBC's brand promise in the next month or two. This is the last piece of the brand work that needs to be completed in order to create our brand book.
- 4. [Mobile Visitor Center](#):
  - a. Staff presented the idea of a mobile visitor center, something that can be used to promote EBC when driven, and can serve as a base for events and outreach.
  - b. Various options, including a trailer, a wrapped vehicle, a van.
  - c. Staff was directed to do more research on options with cost and bring it back to marketing committee at next meeting.
- 5. Butte County Trails: marketing project or board project? - This item was tabled due to time constraints. Item to be discussed at the next marketing committee meeting.
  - a. Review outline and goals of consistent trail signage
  - b. EBC can be the coordinating agency to get all parties to the table
  - c. Can EBC fund a portion of the project
  - d. Creation of a usable trails database that nobody else is doing for the area

Meeting was adjourned at 1:15p.m.

**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)

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

**DATE**

Greetings,

Explore Butte County's Board of Directors would like to express our support for the proposal submitted to the Recreational Trails and Greenways Grant Program by the Paradise Recreation and Park District to create a multi-use trail.

Our understanding is that the project creates a new recreational resource that connects Magalia to Paradise Lake and other publicly owned land in the area as well as other minor connections. The plans we are aware of are to connect Paradise through the recently completed Yellowstone Kelly Trail, with future trail buildout (potentially on the old Butte County Rail line or land in private, park, or federal lands) and connections (such as the development of trails on underground utility corridors). Ultimately, this project will create a regional multi-use trail system that promotes sustainable economic opportunities and promotes healthy life-styles. The project is intended to enhance public access to public land, protects drinking water quality, and expands successful vegetation management and fuels reduction efforts. The project should greatly improve public access to existing recreational resources and helps the region move toward a destination recreation resource.

Explore Butte County's Board of Directors is in support of this development and the numerous community benefits this project would facilitate. We are prepared to support the project by promoting the trails and the area through our integrated marketing plan. This could include content development, photo and video development and sharing with partners like Visit California to promote outdoor recreation in the area. Our board of directors understands that the development of tourism assets is vital to our growth as a visitor destination.

If you have any questions, concerns, or need for coordination, please contact Carolyn Denero, executive director at [carolyn@explorebuttecounty.com](mailto:carolyn@explorebuttecounty.com).

Sincerely,

**Bruce Spangler**  
**President, Explore Butte County**

# 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

---

**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

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 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:<br>08/31/2021 | Person<br>Responsible:<br>None |
| <input type="checkbox"/> | 2. Build a better tool for recruitment . Id if what we have is working or not.                        | Due:<br>09/30/2020 | Person<br>Responsible:<br>None |
| <input type="checkbox"/> | 3. Build a plan for "selling" the CTA program.  | Due:<br>08/31/2020 | Person<br>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

- 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:<br>None | Person<br>Responsible:<br>Alicia Salas |
| <input type="checkbox"/> | 2. Elevate EBC when visitors show up = EBC becoming the travel authority | Due:<br>None | Person<br>Responsible:<br>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

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### 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

- |                          |  |                    |                               |                                    |
|--------------------------|--|--------------------|-------------------------------|------------------------------------|
| <input type="checkbox"/> | 1. Create EBC Photography Ambassador 1-Sheet | Due:<br>11/30/2020 | Completion Percentage:<br>45% | Person Responsible:<br>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

---

### 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

- |                          |                                       |                    |                               |                                    |
|--------------------------|---------------------------------------|--------------------|-------------------------------|------------------------------------|
| <input type="checkbox"/> | 1. Update existing rack card language | Due:<br>09/15/2020 | Completion Percentage:<br>75% | Person Responsible:<br>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

Printed on 09/08/2020 8:37 am

MISSION  
— MET