



Board of Directors

Brooke Smith
Chico - Vice President

Bruce Spangler
Oroville - President

Dori Franklin
Chico - Secretary

Haroon Saddique
Paradise

Kiran Paragji
Oroville

Mohammad Billah
Chico

Nicole Johansson
At Large

Scott Stoller
At Large - Treasurer

Advisors to the Board

Betsy Yarbrough
County-wide

Debbie Collins
Chico

Evie Cameron
Paradise

Heather MacDonald
Unincorporated County

Heather Johnson
Oroville

Jennifer Macarthy
County-wide

Jovanni Tricerri
Unincorporated County

Kelsey Torres
Chico

Melissa Schuster
Paradise

Board of Directors

Regular Meeting Minutes

May 10, 2018

12:30 p.m. – 2:00 p.m.

Meeting Location:

Residence Inn by Marriott
2485 Carmichael Drive, Chico

Agenda

1. Closed Session

Present: Brooke Smith, Bruce Spangler, Mohammad Billah, Scott Stoller, Kiran Piragji, Nicole Johansson, Haroon Saddique

Absent: Dori Franklin

Guest: Carolyn Denero

MOTION to terminate contractor agreement with Carolyn Denero effective May 15, 2018 and have her begin May 16, 2018 as Executive Director per the employment agreement as written. (Motion: Johansson; Second: Stoller) Ayes 7, Noes 0, Abstain 0. Passed 7-0

2. Board exited closed session to open session at 12:30 p.m.

Present: Dori Franklin, Betsy Yarbrough, Debbie Collins, Heather MacDonald, Heather Johnson, Jennifer Macarthy, Jovanni Tricerri, Kelsey Torres, Melissa Schuster

Absent: Evie Cameron

Guests: Dave Miller, Eve Cabayon, Robyn Martin (Ramada Plaza), Daniel Bond (Langlers), Wilma Compton (Oroville Chamber)

Announcement during introductions: Scott Stoller will be resigning from the Board of Directors effective the end of June, he is moving to Colorado

3. Corrections and/or Changes to the Agenda

a. Board - None

b. Public - None

4. Consent Agenda



- a. Meeting Minutes – April 12, 2018
- b. Special Meeting Minutes – April 20, 2018
- c. April 2018 Financial Reports

MOTION to accept consent agenda items as presented. (Motion: Smith; Second: Johansson) Ayes 8, Noes 0, Abstain 0. Passed 8-0.

5. **Public Comment** (non-agenda items; please limit to 5 minutes each)
Heather MacDonald – The Planning Commission met earlier today (5/10) to review short-term vacation rental ordinances that would govern properties like Airbnb and VRBO in the county. There are copies of the proposed ordinance changes on the county’s website. The motion may go in front of the Board of Supervisors as soon as July.

6. **Regular Agenda**

- a. Strategic Plan – Recommendation to accept the Strategic Planning Session Report as prepared by Morrison & Company
 - i. Updates on objectives as agreed upon
 - 1. Establish EBC as the recognized leader driving county tourism efforts to achieve 100% jurisdictional buy-in by 2020 (Denero)
 - 2. Establish EBC as the authority in tourism by developing and deploying creative assets that promote Butte County as the preferred travel destination (Johansson)
 - 3. Solidify the administrative function of EBC (Spangler)

The strategic objectives (as listed above) will be at the top of all board meeting agendas moving forward. Each board meeting will begin with an update of each of those items to keep them top of mind. The goal is to meet all objectives in one year. **MOTION** to adopt the Strategic Planning Session Report as prepared and move the objectives forward. (Motion: Smith; Second: Johansson) Ayes 8, Noes 0, Abstain 0. Passed 8-0.

- b. EBC Bylaws
 - i. Form bylaw review committee



ii. Discussion of board member resignation/opening mid-term

As EBC moves forward there is a need for review and revisions to the bylaws; two immediate needs are 1) how to manage when there is turnover on the board of directors and, 2) specific roles of advisory board members. Formation of a Bylaw Committee: Chair – Haroon Saddique, members – Mohammad Billah, Bruce Spangler, Jennifer Macarthy.

Discussion: Review of bylaws and vague language on how to fill a vacated board member seat. Can a director be appointed by the board or should it go through a nomination procedure? Because nominations were recent and people showed interest, should that be the pool for filling seats? During the nomination process it was explained that some members of the public didn't understand what an "at-large" member would represent and could have removed people from applying. Is there an opportunity for at-large board seats to be filled only from the advisors? Don't want the process to be too exclusionary, want it to be fair and transparent. The committee is directed to convene before the next board meeting to do research on what others do. Additionally, there needs to be additional clarity for the expectations of the advisory board members. Clarification – hoteliers can hold advisor seats not just board seats.

c. Finance Committee Report

i. Recommendation to update 2018 budget

Finance committee did not see a need to revise the 2018 budget. Denero directed to create 2019 budget for next board meeting to take into consideration staffing impact.

Because Treasurer Stoller will be moving there will be vacancy for board Treasurer. Mohammad Billah interested in the Officer position.

d. Office Space Committee report

i. Recommendation on an office space, to include the



location, cost, parking, ADA accessibility, and ability to host board meetings

MOTION to move forward with lease at BCAG campus. The space is within budget, has appropriate meeting space for Board meetings, offers ample parking and is centrally located. (Motion: Stoller, Second: Smith) Ayes 8, Noes 0, Abstain 0

e. Zone Marketing Committee

- i. Recommendation to fund, at the specified levels, the zone marketing applications as prepared for the board. (Detailed break-down included in board packet.)

MOTION that the Board considers funding the zone grant applications at the levels recommended by the Zone Marketing Committee. (Motion: Johansson; Second: Spangler) Ayes 7, Noes 0, Abstain – 1 (Stoller – Gold Cup at Silver Dollar Fairgrounds identified as one of the zone grant recipients).

Discussion about process for funding. Committee to reconvene to recommend better process moving forward.

Denero to send draft notification letters to committee prior to distribution.

f. Marketing Committee

- i. Recommendation to approve the Advertising Services contract with Porter Co, not to exceed \$150,000
Recommendation tabled because contract was not completely in line with what board would like to see.

g. Program Coordinator Report (written report included in board packet)

- i. EBC Annual Report Draft
- ii. San Francisco Chronicle & SF Gate
- iii. Website and Social Media



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

ExploreButteCounty.com

- iv. State Capitol Window Display
- v. State Fair Exhibit

Adjournment

Meeting adjourned at 2:00 p.m.

Next meeting June 14, 2018.

Minutes respectfully submitted by Carolyn Denero.