



## 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

## Regular Meeting

June 14, 2018

12:00 p.m. – 2:00 p.m.

### Meeting Location:

BCAG Board Room / EBC New Location  
326 Huss Drive, Building E, Chico

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## Agenda

**Call Meeting to Order** – called to order at 12:15 p.m. by Bruce Spangler

**Present** – Brooke Smith, Bruce Spangler, Dori Franklin, Kiran Paragji, Mohammad Billah, Nicole Johansson, Scott Stoller, Debbie Collins, Heather MacDonald, Heather Johnson, Jennifer Macarthy, Jovanni Tricerri, Kelsey Torres, Melissa Schuster, Carolyn Denero

**Absent** – Haroon Saddique, Betsy Yarbrough, Evie Cameron

**Guests** – Erin Morrissey: DCBA, Daniel Bond: Langlers WebWorks, Wilma Compton: Oroville Chamber of Commerce, Jason Olivares: Oxford Suites, Casey Hatcher: Butte County, Debbie Presson: City of Chico

### Consent Agenda

- a. Meeting Minutes – May 10, 2018
- b. Special Meeting Minutes – May 30, 2018
- c. May 2018 Financial Reports

**MOTION:** To approve the consent agenda items. (Motion, Stoller: Second, Smith) Ayes 7, Noes 0, Abstain 0, Passed 7-0.

### Public Comment (non-agenda items; please limit to 5 minutes each)

- Jovanni Tricerri: addressed the Board regarding organization Destination Development
- Debbie Collins: addressed the Board regarding City of Chico's progress on research for collection of TOT and TBID on short term vacation rentals. Potential for a third-party organization to collect with additional fees.

### Regular Agenda

1. EBC Bylaws Committee Report



- a. Consideration of bylaw changes regarding board vacancy and advisor duties.

Board discussion. Direction given that the committee should take the Board's comments/suggestions regarding bylaw change related to filling Board vacancies and have a recommendation for the July meeting.

2. Finance Committee Report

- i. Minutes to reflect that the board received a copy of EBC's 990's via email and they have been filed.

Notes to reflect that the Board received a copy of the 2017 990s as filed by Holly Pladson, CPA.

- ii. Consideration of 2019 budget and staffing expense.

Finance Committee met to review the proposed 2019 budget to understand staffing expense. Proposed budget did not have enough detail to determine full view of all expenses.

3. Marketing Committee Report

- a. Consideration of purchasing Jack Rabbit Book Direct program

**MOTION** to purchase Direct Booking Jack Rabbit program and add to EBC website. (Motion, Smith; Second, Franklin) Ayes 7, Noes 0, Abstain 0. Passed 7 – 0.

4. Ambassador Program: a. Consideration of Certified Tourism Ambassador Program to help fulfill strategic objective #1

**MOTION** to allocate marketing funds for CTA program beginning in 2019 with the lump sum of the program purchase to come from EBC reserves. (Motion, Franklin; Second, Stoller) Ayes 7, Noes 0, Abstain 0. Passed 7-0.

**MOTION** to table the rest of the agenda due to lack of time. (Motion, Spangler; Second, Johansson). Ayes 7, Noes 0, Abstain 0. Passed 7-0.

5. Support of Chico Airport: Consideration of EBC support statement

6. Executive Director Report

- a. Consideration of EBC Annual Report



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- b. Consideration of joining trade organization as outlined in ED job description
- 7. Brown Act Training (beginning at 1:00)

**Adjournment**

Next meeting July 12, 2018