



# Explore Butte County Board of Directors

## Regular Meeting Minutes

December 14, 2017

12:00 – 2:00 pm

### Meeting Location:

Residence Inn by Marriott

2485 Carmichael Dr.

Chico, CA 95928

### Members of the Board

Bruce Spangler, President (Oroville)

Brooke Smith, Vice President (Chico)

Dori Franklin, Secretary (Chico)

Jennifer Macarthy, Treasurer (At Large)

Kiran Paragji, America's Best Value Inn (Oroville)

Nicole Johansson, Sierra Oro Farm Trail (At Large)

Haroon Saddique, Best Western Paradise Hotel(Paradise)

Mohammad Billah, Hotel University (Chico)

Vacant, Unincorporated County (Unincorporated)

### Advisory Positions

Pamela Teeter, Paradise Chamber (Paradise)

Scott Stoller, Silver Dollar Fair (Chico)

Heather MacDonald, Butte County (Unincorporated)

Debbie Collins, City of Chico (Chico)

Melissa Schuster, Town of Paradise (Paradise)

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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. 12:00pm – Call Meeting to Order

#### Attendance

a. Present – Bruce Spangler, Brooke Smith, Jennifer Macarthy, Nicole Johansson, Haroon Saddique, Mohammad Billah\*, Scott Stoller, Heather MacDonald, Debbie Collins, Melissa Schuster

b. Absent – Dori Franklin, Kiran Paragji, Pamela Teeter

c. Guests – Carolyn Denero: EBC Program Coordinator, Jay Cook: Paradise Chamber of Commerce, in Pamela Teeter's stead, Daniel Bond: Langlers Webworks, Jovanni Tricerri: EBHB, Pat Macias: MONCA, Sherry Miller: Chico City Airport

\*left early

### 2. Corrections and/or Changes to the Agenda

a. Board - None

b. Public - None

### 3. Consent Agenda

a. Meeting Minutes – November 9, 2017

b. Financials – November 2017

c. Pamela Teeter's resignation from EBC Advisory Position

**MOTION** to approve item "3a" and "3b" as presented and table item "3c" until further discussion with Pamela Teeter. Motion Director Macarthy. Ayes 6, No 0, Abstain 0. Approved 6-0.

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

Melissa Schuster: Report from attending the Shasta Cascade Wonderland Association quarterly board meeting. A Visit California representative attended and distributed the 2018 visitor guide. SCWA is working on rebranding to "Up-State California" for better name recognition. The new logo will launch in spring. SCWA is hosting a tourism summit April 10-11, 2018; Melissa will be attending one day. They are also planning to launch a new wine/beer app. Recommendation that Denero follow up with SCWA re: how can EBC be more proactive to ensure inclusion in SCWA efforts; specifically, the Visit California guidebook.

Jovanni Tricerri: Update on EBHB progress. The feasibility study should be complete by the end of December. Preliminary findings show that there is a lot of opportunity in Butte County for sports

tourism. EBHB is in the process of land acquisition. They are very grateful for EBC's support. EBHB will send the findings to Denero for distribution to EBC BOD; they would also like to present findings at future board meeting.

## **5. Regular Agenda**

- a. Presentation by Sherry Miller – Chico Municipal Airport (15-minutes)  
Presentation by Chico Airport Manager, Sherry Miller. Her primary task is bringing commercial air service back to Chico. She works closely with private organization, Jet Chico, who designed the updated terminal sketches. Their committee meets the 3<sup>rd</sup> Thursday of each month at the airport to discuss progress. Sherry reviewed the current grant application process, airlines' interest, subsidy for airline. Director Macarthy offered that if the airport needs a letter of support as they work toward attracting an airline, EBC would be able to draft one.
  
- b. Annual Meeting Planning Committee – establish committee  
EBC's annual meeting is scheduled for March 8, 2018. Work needs to be done regarding reporting and board member nominations. Need to create a committee for the annual meeting. Committee members volunteered: Bruce Spangler, Mohammad Billah, Jennifer Macarthy, Nicole Johansson, Heather MacDonald. They will review and prepare year-end financials, annual report, nominations.  
This committee requires a sub-committee called the Nominations Committee. This committee already has created the procedure for the nominations process for board members. Director Macarthy has outlined a timeline and process for notification of all TBID-paying properties. Director Franklin is unavailable to sit on the committee at this time and a third member is needed. Director Johansson volunteered to be the third member of the Nominations Committee. They will meet to discuss the procedure for Nominations of Advisors as that does not yet exist.  
As a reminder, all current board members who want to be considered for renewal of their seat will need to go through the current Board of Directors nominations process.
  
- c. Finance Committee
  - i. Review of committee meeting notes  
A draft version of the 2018 budget has been included in the board packets for review. The Finance Committee worked through the current budget and expect that the 2018 revenue will be near \$750,000. Being conservative, the committee built the budget to have expenses of only \$650,000, leaving a \$100,000 net revenue. The budget was built with the required "pots" as directed from the Management District Plan of: 80% marketing (70% general marketing, 10% zone marketing), 15% administration, 3% contingency and 2% collection fee.  
Finance committee worked backwards to build in staffing expenses by first deciding that all staffing expenses including office space should be no more than \$100,000 for the year. The staffing was then split between Administrative and Marketing expense based on Denero's current allocation of time.

Other items that needed to be considered were allocating \$75,000 for TBID renewal expenses. Once approved this can be submitted to the CPA and reserved. There was also recognition that the zone marketing funds should be shown as a liability for better tracking purposes.

- ii. Presentation of 2018 Draft Budget – Recommendation to approve
- iii. Recommendation to earmark \$75,000 of current reserve to TBID renewal so that funds are available when needed; this would include attorney fees.
- iv. Recommendation to create two liabilities
  - 1. TBID Formation costs – should be shown as a liability
  - 2. Zone marketing; this number should be approved annually by BOD once year end totals are in.

**MOTION** to approve the 2018 Draft Budget, earmark \$75,000 of the current reserve to TBID renewal, create a liability for TBID formation costs to jurisdictions and create a liability for the zone marketing amounts annually. (Motion: Johansson; Second: Smith) Ayes 6, No 0, Abstain 0. Passed 6-0.

d. Marketing Committee

- i. Review of TAA efforts since last month
  - 1. Advertising – SEM and Social Channels
  - 2. Digital Content – Website review and SEO process
  - 3. PR – Visits and upcoming strategy
  - 4. Social Media – posting and campaignsReview of written report by The Abbi Agency.

ii. Other marketing opportunities

Opportunity to have an insert in the SF Chronicle – Travel Section on March 18. This will give a month lead-time for all the spring events EBC would like to promote. The insert is not only in print but offers a story studio and digital ads. This opportunity will allow for additional creative that can be used on the website.

There is also follow up with Weekend Sherpa for a social media influencer campaign. The company comes to the county, takes photos and videos and writes additional content which would be purposeful and could be used on the website. Butte College’s Recruitment Office is interested in working with EBC to recruit foreign students.

EBC will have a booth at the North State Economic Forum in January.

e. Zone Marketing Committee

- i. Review of Zone Marketing Guidelines, including application and reporting summary. Review of rank and rate system. Recommendation to approve process and move forward with noticing the jurisdictions. Review of the edited version of all Zone Marketing documents. Few edits still need to be made. Clarification that all documents will be available on the EBC website so that applicants can review all documents prior to applying, including rank and rating guidelines. Recommendation to post answers to all questions on the website so that the public has equal answer/clarification for questions that arise.

**MOTION** to approve the Zone Marketing Guidelines, including application, reporting summary, rank and rating system with minor changes as noted during the meeting. (Motion: Macarthy; Second: Smith) Ayes 5\*, No 0, Abstain 0. Approved 5-0.

\*Director Billah left early

- ii. Recommendation to “add unincorporated Butte County as a payor jurisdiction to be included as a participant in the zone marketing program at the Board’s discretion”  
**MOTION** to add “incorporated Butte County as a payor jurisdiction to be included as a participant in the zone marketing program”. (Motion: Spangler; Second: Johansson) Yes 5, No 0, Abstain 0. Passed 5-0.

f. Staffing Committee

- i. Review of Executive Director Job Description – Recommendation to approve Table recommendation. Review of proposed job description with many edits. Notes taken to be sent back to committee for update and resubmission at next meeting.
- ii. Review of Salary Range – Recommendation to approve  
The 2018 budget was just approved with a total of \$88,000 for the expense of a staff person. The budget does include a net revenue that could be used for additional staffing expense if needed. **MOTION** to set the salary range for an Executive Director between \$60,000 - \$80,000. (Motion: Johansson; Second: Smith) Ayes 5, No 0, Abstain 0. Passed 5-0.  
Additional discussion: Advisor MacDonald – the County would like to see the Executive Director job opening be a full recruitment. It would do the organization a disservice by not having an open recruitment. This position should have a transparent procedure as this will be the Community’s Executive Director and will represent everybody. Directors Johansson and Smith noted that in looking for the current contractor the recruitment process was lengthy and time consuming. Advisor MacDonald offered to assist. Additional personnel discussion to be held in Closed Session.

g. Strategic planning session

- i. Approval of “medium” purchase per purchasing policy  
During November’s board meeting Directors Spangler and Smith recommended moving forward with Morrison & Company for the strategic planning session. The proper purchasing policy paperwork was not complete, so that was reviewed and discussed for approval.  
**MOTION** to approve securing Morrison & Company for Strategic Planning Session after review of the purchasing policy document at a cost of \$6,750 - \$7,875. (Motion: Smith; Second: Spangler) Ayes 4, No 1, Abstain 0. Passed 4-1. Director Macarthy was the dissenting vote.

h. Program Coordinator Report – None

All guests were asked to leave the meeting at 2:25 p.m. so the Board could move into closed session.

**6. Closed Session – Yes**

- a. Review of Carolyn Denero’s Position and Terms of Employment
- b. Appointment of Executive Director
  - i. Terms of Employment

Nothing was reported out of closed session.

**Adjournment**

Meeting adjourned 3:05 p.m.

Minutes respectfully submitted by Carolyn Denero.