

Board of Directors

Bruce Spangler, President (Oroville)
 Brooke Isenberg, Vice President (Chico)
 Dori Franklin, Secretary (Chico)
 John Pearson, (At Large)
 Kiran Paragji, (Oroville)
 Haroon Saddique, (Paradise)
 Mohammad Billah, (Chico)
 Nicole Johansson, (At Large)
 Vacant, Unincorporated County

**Advisory Board**

Betsy Yarbrough (County-wide)
 Debbie Collins (Chico)
 Evie Cameron (Paradise)
 Heather MacDonald (County)
 Heather Johnson (Oroville)
 Jovanni Tricerri (County-wide)
 Kelsey Torres (Chico)
 Melissa Schuster (Paradise)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – February 14, 2019

Butte County Association of Governments, Board Room
 326 Huss Drive, Building E Chico
 12:00 – 2:00 PM

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.

STRATEGIC OBJECTIVES: 1) Establish EBC as a recognized leader driving county tourism effort to achieve 100% jurisdictional buy-in by 2020; 2) Establish EBC as the authority in tourism by developing and deploying creative assets that promote Butte County as preferred travel destination; 3) Solidify the administrative function of EBC.

1. Call to Order and Roll Call – 12:00 p.m. in the BCAG Board Room, 326 Huss Lane, Building E, Chico

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of December 13, 2018

2.2 Approval of December 2018 and January 2019 Financial Reports

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 CONSIDERATION OF LETTER OF SUPPORT FOR FEATHER RIVER CENTER EXPANSION

The Feather River Center has requested a Letter of Support from Explore Butte County to be included in their grant applications for funding growth projects on at the Feather River Center on the Forebay. The projects for funding consideration include: a two-story, 10,000 square foot Boating Instruction and Safety Center to be used as the outdoor recreation and education center with classrooms, conference space, commercial kitchen, etc, that would be available as an event facility; a Community Sailing Center on the south forebay for boat repair and storage to support building sailing regatta events, and; developing an eight-lane, 2,000 rowing sprint course to allow hosting of Collegiate and Masters rowing sprint races and headraces (an income generator). Letter of Support

from Explore Butte County would support the Feather River Center's proposed growth because it will support the economic development of Oroville, drive additional visitors and support outdoor recreation and conference offerings to Butte County. Letter included in board packet.

Recommendation: *To write a Letter of Support in favor of the Feather River Center's proposed plans for expansion because of their potential to increase travel and tourism to Butte County.*

4.2 CONSIDERATION OF THE SLATE OF DIRECTORS TO FILL EXPIRING BOARD SEATS

The Nomination Committee met January 18, 2019 to review the official applications for the Board of Directors expiring seats. Those seats expiring in March include Haroon Saddique representing Paradise Hotel, Kiran Paragji representing Americas Best Value Inn Oroville, and Mohammad Billah representing University Inn Chico. There is also a vacant seat for Unincorporated Lodging. The committee received one application for nomination for each of the expiring seats, but there were no nominees for the Unincorporated Lodging seat.

The term for the recommended slate of directors,

Recommendation: *The Nomination Committee recommends, to the Board, the following slate of Directors for the expiring board seats as all nominees met the requirements set forth in the bylaws:*

- *Haroon Saddique – representing Paradise Hotel, Paradise Lodging*
- *Kiran Paragji – representing Americas Best Value Inn, Oroville Lodging*
- *Mohammad Billah – representing University Inn, Chico Lodging*

All terms would be 2-year terms beginning March 13, 2019 and expiring in March of 2021 should TBID funding be extended beyond November 2020. There were no nominees for the Unincorporated Lodging.

4.3 CONSIDERATION OF THE DETAILED 6000-SALES AND MARKETING EXPENSE

The 2019 budget was built to include expenses from unrestricted assets to bolster creative and advertising. A more detailed plan for the marketing budget has been developed and is being submitted for review and approval.

Recommendation: *Approve the proposed detailed outline for the 2019 Sales and Marketing expenses.*

4.4 CONSIDERATION OF AN AD HOC COMMITTEE TO CREATE EVALUATION AND ASSESSMENT TOOL FOR EXECUTIVE DIRECTOR CONTRACT

Per the contract executed between the Board of Directors and Executive Director, the evaluation and assessment tools for Executive Director's performance needs to be created and added to the Bylaws. Per the contract: *"The EBC Board of Directors shall evaluate and assess in writing the performance of the ED on or about the anniversary of the Effective Date during each year in which the agreement continues. This evaluation*

and assessment shall be based upon the goals and objectives with performance standards as agreed upon by the EBC Board of Directors for the agreement term. The evaluation and the processes involved shall be in accordance with the EBC Board of Directors adopted evaluation procedures outlined in the bylaws.” The bylaws do not include an evaluation procedure.

Recommendation: *Convene an ad hoc committee to create an evaluation procedure for Executive Director review. The committee should have a recommendation for bylaw changes for the March 2019 meeting for Board consideration. The bylaw revisions would then be presented at the April 2019 Board meeting, which would meet noticing requirements. If approved Executive Director can receive annual review per current employment agreement.*

5. **REPORTS AND COMMUNICATIONS**

5.1 **Marketing Report** *Bruce Spangler*

5.2 **Update on Strategic Objectives** *Nicole Johansson, Bruce Spangler, Carolyn Denero*

5.3 **Executive Director Report** *Carolyn Denero*

6. **ADJOURNMENT**

The next regularly scheduled meeting: March 13, 2019 - Annual Meeting