

Board of Directors

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 Kiran Paragji, (Oroville)
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 Vacant, At Large

**Advisory Board**

Betsy Yarbrough (County-wide)
 Debbie Collins (Chico)
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 Kelsey Torres (Chico)
 Melissa Schuster (Paradise)

REGULAR EXPLORE BUTTE COUNTY BOARD MEETING AGENDA – 10/11/18

Butte County Association of Governments, Board Room
 326E Huss Lane, Chico

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 efforts 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. Introduction of EBC Marketing Communications Coordinator, Ashley Baer

3. **CONSENT AGENDA**

3.1 Approval of Board Meeting Minutes of August 9, 2018

3.2 Approval of August Financial Reports and September Financial Reports

4. **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.

5. **REGULAR AGENDA**

5.1 CONSIDERATION OF APPOINTMENT(S) TO VACANT AT-LARGE BOARD SEAT

During the August 9, 2018 regular board meeting the Board moved to bring forward candidates for appointment to the vacant at-large board seat. Each board member was directed to bring their nomination for appointment and present that nomination at the September board meeting. The September board meeting was cancelled, and this item is brought forward to the October board meeting.

Recommendation: *The Board will hear from all nomination appointments. Once all the candidates have had a chance to address the Board, each Director will place one vote for*

the candidate they would like to appoint to the vacant At-Large board seat. The nominee with the most votes will become the appointee for the At-Large board seat.

The Board of Directors will motion to appoint the winning appointee to serve as the At-Large Director filling the seat vacated by Scott Stoller; the term to begin November 8, 2018 and expire March 12, 2020.

5.2 CONSIDERATION OF APPROVING EXPLORE BUTTE COUNTY EMPLOYEE HANDBOOK DRAFT

Explore Butte County hired their first Executive Director in May of 2018 and have hired a full-time Marketing Coordinator effective October 1, 2018. There is a need for internal policies and procedures, including an employee handbook. Executive Director Denero has been working with Alliance for Workforce Development to complete a comprehensive handbook that will set forth company policies and employee rights and responsibilities. Most of the language is boilerplate and consistent with California State employment law. Items for additional consideration from the Board include holiday pay and benefits as they pertain to part versus full time staff.

Recommendation: *To approve the Explore Butte County Employee Handbook as written, with the right to revise as needed, with the following considerations:*

- *A full-time employee will be any employee who works an average of 35 or more hours per week;*
- *Paid-time off will only be available for a full-time employee and they will accrue the following*
 - *Start – 4 years: 10 days with a cap of 20 days;*
 - *5 – 10 years: 15 days with a cap of 30 days;*
 - *11 years and thereafter; 20 days with a cap of 40 days*
- *Explore Butte County does not offer any health benefits;*
- *The following holidays with holiday pay:*
 - *January 1 (New Year's Day)*
 - *Memorial Day*
 - *July 4th*
 - *Labor Day*
 - *Thanksgiving Day and Day After*
 - *Christmas Day*
- *Payment of Wages will be by direct deposit on the 15th and last day of the month*

5.3 CONSIDERATION OF CAPITALIZATION POLICY

Explore Butte County's CPA, Holly Pladson, recommended that the organization consider adopting a Capitalization Policy that defines capital assets, capitalization threshold, and capitalization method since the organization has an office space and will be purchasing office equipment and machines. This policy will be the guiding document for describing how to handle capital purchases for tax planning purposes.

Recommendation: *To approve the Capitalization Policy as presented; the capitalization threshold will be set at \$1,000 per item but can be applied to equipment or machines that should be depreciated.*

5.4 CONSIDERATION OF ZONE MARKETING FUNDING ADDENDUM

The Board voted to approve 2018 zone marketing funding requests at the May 10, 2018 meeting. The award of \$15,000 to the Oroville Area Chamber of Commerce (OACC) was contingent upon the OACC working in conjunction with the Oroville Downtown Business Association (ODBA). At this point, EBC has not received a signed award letter from the OACC agreeing to the terms of the zone grant. With recent turnover at the OACC and an unsigned agreement, an MOU between the OACC and ODBA has been drafted and signed that would bring the organizations together to spend the zone grant in line with funding requirements.

Recommendation: *To approve the MOU presented by the ODBA and OACC outlining their relationship and updated plan to spend the Oroville Zone Grant of \$15,000 in line with EBC's zone marketing grant outline. The funds can only be used as outlined in the updated proposal – to update the ODBA's website, create and promote itineraries, and to promote Oroville-specific events.*

5.5 CONSIDERATION OF 2019 BUDGET, INITIAL PLANNING DISCUSSION

In preparation for 2019, there are a few items to be discussed before a final version can be presented. First, the projected income should be agreed upon. We know hotel occupancy has been inflated since the Oroville Dam incident in 2017; to be conservative the recommended income should be reduced to the 2017 income of \$635,000 (which was an increase from the 2016 actual income year). Secondly, the Board is being asked to consider updating the budget to be more specific by adding more line items. This will allow more transparency about what types of activities are taking place. Lastly, certain items are not being represented accurately when budgeted and should be updated – specifically the 3% contingency. The contingency should be an equity item, we are reserving those funds should we need them, it is not an expense item.

Recommendation: *To appoint an ad hoc committee to further review the 2019 budget in preparation for November 8, 2018 board meeting.*

Seeking Board direction on the following items:

- *2019 Income amount. Should the budget have a net income built in? Maintain the current allocation based on the Management District Plan of 70% marketing, 15% administration, 10% zone marketing, 3% contingency, 2% jurisdiction admin fees*
- *Additions/edits to the line items*
- *Revising contingency to show as an equity item not an expense*

5.6 CONSIDERATION OF WEBSITE CONTENT MANAGEMENT SYSTEM PROJECT

The Marketing Committee has been working with Porter Co on a website front-end revision funded by the additional "Porter Co" funds already approved by the Board. As a result of that report, additional work must be completed on the Content Management System (CMS), to both receive the desired results set forth by Porter Co and allow EBC staff and contractors to utilize the system instead of having to use a developer for all changes or updates. This is a time-sensitive item requiring about 3 months for discovery, planning and implementation.

Recommendation: *To authorize the Marketing Committee to enter into an agreement to either update the current CMS or transition to a new CMS with a web developer. Project to be completed no later than January 31, 2019 and not to exceed \$25,000; funding to come from "marketing contracts".*

6. **REPORTS AND COMMUNICATIONS**

6.1 **SCWA Update** *Melissa Schuster*

6.2 **Executive Director Report** *Carolyn Denero*

6.3 **Marketing Report** *Carolyn Denero*

6.4 **State Fair Wrap-Up Report** *Carolyn Denero*

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

7. **ADJOURNMENT**

The next regularly scheduled meeting: November 8, 2018