

Explore Butte County

Minutes of March 10th, 2016

Paradise Skypark4405 Airport Rd Paradise, CA 95969

Board Members present: Bruce Spangler, Brooke Smith, Dori Franklin, Jennifer Macarthy, Nicole Johansson, Sara Myers

Not Present: Kiran Paragji

Guests: Sandy Linville Oroville Chamber, Scott Stoller Silver Dollar Fairgrounds, Ryan Brimm Hotel Diamond, Matthew Stone Chico State Recreation Administration Denai Rubio Hotel Diamond Pamela Paradise Chamber

1. **Meeting was called to order at 12:00PM**
2. **Approve Minutes**
February meeting minutes were approved.
3. **Motion to approve the consent agenda**
A motion was passed to approve the consent agenda
AYES: 6 NO's: 0 Abstain: 0 Approved 6-0
4. **Regular Agenda**
 - a.) **Board Openings:** We will be accepting nominations for the open board position at the April meeting. The board position is for the Chico Jurisdiction. Nominees interested in the open positions are welcome to come and give a 3 minute speech as to why they would like to be on the Explore Butte County Board. We will elect our Chico representative at this meeting.
 - b.& c.) **CPA Recommendations & Finance Committee:** A finance Committee was formed. The Board decided that both board and non-Board members could participate in the Committee, providing recommendations to the full Board. The approved Finance Committee includes, Board members Meyers (Chair), Spangler, and Macarthy, as well as public member, Scott Stoller. Jennifer Macarthy provided the Board with information on CPA services/ rates she had researched. The Finance Committee will review the information, and provide a final recommendation to the Board during the April meeting.
 - d.) **Committees:** A marketing committee was formed. The Board decided that both Board members and non-Board members could participate in the Committee, providing recommendations to the full Board. The approved Marketing Committee includes: Board members Johansson (Chair), Spangler and Franklin, as well as public member Denai Rubio
 - e.) **Advisory Board Positions:** It was requested to add formalizing the Advisory Board Positions at our April meeting. MOTION: I MOVE AS A BOARD MEMBER AT OUR NEXT MEETING WE LOOK AT OUR POLICY REGARDING ADVISORY BOARD POSITIONS. (Motion: Macarthy) AYES: 6 No:0 Abstain: 0 Approved 6-0
 - f.) **Jurisdictions Contributions to Marketing:** The jurisdictions contributed \$70,000 to EBC Civitas- Received roughly \$51,000 and there is approximately \$19,000 left over. The Jurisdictions have offered to gift this money to Explore Butte County. The jurisdictions requested that these funds be used for concrete items such as website and logo development.
 - g.) **Strategic Planning Session:** A Strategic Planning Committee was formed. The Board decided that both Board members and non-Board members could participate in the Committee, providing recommendations to the full Board. The approved Strategic Planning Committee includes: Board members Johansson (Chair), as well as public member Denai

Rubio and Scott Stoller. A strategic planning meeting will be planned that includes all assessed businesses in order to have as much input as possible. A date has not yet been confirmed. Nicole Johansson at this time has requested that all board members complete the Strategic Planning Assessment.

5.) **Public Comment** None

6.) **Closed Session** None

Next Meeting Date: April 14th, 2016 at Courtyard by Marriott Chico

Adjourned: at approximately 2:30PM