



# Explore Butte County Board of Directors

## Regular Meeting Agenda

June 8, 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  
Brooke Smith, Vice President  
Dori Franklin, Secretary  
Jennifer Macarthy, Treasurer  
Kiran Paragji, America's Best Value Inn  
Nicole Johansson, Sierra Oro Farm Trail  
Haroon Saddique, Paradise Lodge  
Mohammad Billah, Hotel University  
Vacant, Unincorporated Butte County

**Advisory Positions**  
Pamela Teeter, Paradise Chamber  
Sandy Linville, Oroville Chamber  
Scott Stoller, Silver Dollar Fair  
Heather MacDonald, Butte County  
Debbie Collins, City of Chico  
Melissa Schuster, Town of 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**
2. **Corrections and/or Changes to the Agenda**
  - a. Board
  - b. Public
3. **Consent Agenda**
  - a. Meeting Minutes – May 11, 2017
  - b. Financials – May 2017
4. **Regular Agenda**
  - a. State Fair Booth
    - i. Staffing
    - ii. Collateral at booth
    - iii. Training for those staffing booth
  - b. Open board position(s) and advisory position(s)
  - c. Insurance purchase update
  - d. Presentations to jurisdictions post-launch
  - e. Marketing Report
    - i. RFP for advertising; action item
    - ii. Brand Launch Party
      1. Guest list
      2. Event flow and swag
      3. Event budget update
      4. Review of event presentation to be delivered
    - iii. Website: content, functionality, photography, videography
    - iv. TAA report of work delivered in May
5. **Public Comment**
6. **Closed Session** - None

### **Adjournment**

Next regularly scheduled meeting: July 12, 2017