

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

Board of Directors

Bruce Spangler, President (Oroville)
Brooke Smith, 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 MINUTES – December 13, 2018

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

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

Present: Directors Spangler, Smith, Franklin, Paragji, Billah. Advisors Collins, Schuster.

Absent: Directors Pearson, Saddique, Johansson. Advisors Yarbrough, Cameron, MacDonald, Johnson, Tricerri, Torres.

Guests: Eric Smith, Oroville Area Chamber; Pat Macias, MONCA; Renee Buchan, Chico Velo; Scott Dowell, City of Chico; Laura Page, Doug LaMalfa’s Office, Ashley Baer, EBC.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of October 11, 2018 and Special Board Meeting of November 28, 2018

2.2 Approval of October and November Financial Reports

A motion was made to by Director Smith and seconded by Director Franklin to accept the consent agenda items.

The motion carried by the following vote:

AYES: Spangler, Smith, Franklin, Paragji, Billah

NOES: None

ABSTENTIONS: None

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.

Public Comment directed to the Board:

Eric Smith, Oroville Area Chamber of Commerce. Update on state of things in Oroville.

Melissa Schuster, Paradise Town Council. Update on state of the Town of Paradise post fire.

Brooke Smith, EBC Vice President. Update on information sharing during her other board meetings.

4. **REGULAR AGENDA**

4.1 CONSIDERATION OF ZONE MARKETING PROJECTS

The Zone Marketing Committee was tasked with convening to redevelop the Zone Marketing Grant program to be more user-friendly and offer a clearer path to apply for funding. The committee has not been able to meet since the direction was given by the Board. There are sponsorship opportunities available now that would meet the goal of the funding, which is to support marketing the “zone” and enhance the marketing effort for Explore Butte County, and ultimately drive additional overnight stays. The Executive Director was given the authority to fund zone projects at \$5,000 or below if they met the objectives set forth by the Board, but because that process has not been updated and approved, the Executive Director would like the Board to consider the following zone projects for funding.

Renee Buchan, Executive Director of Chico Velo presented to the Board of Directors on behalf of Chico Velo and the Sponsorship opportunity.

A motion was made by Director Smith and seconded by Director Billah to use zone marketing to fund the following projects, at the following dollar amounts from the appropriate and corresponding zone budget. Each project will, at a minimum, report their results as dictated in the presentation.

- Chico: Great Race – City Sponsorship \$5,000
- Chico: International Association of Water Rescue Professionals, Inc – Sponsorship \$5,000
- Chico: Chico Velo – Gold Sponsorship \$10,000

The motion carried by the following vote:

AYES: Spangler, Smith, Franklin, Paragji, Billah

NOES: None

ABSTENTIONS: None

4.2 CONSIDERATION OF 2019 BUDGET

The Budget Committee met on December 3, 2018, after direction was given from the Board about line item detail, unrestricted net assets, and impacts to projected income. The committee drafted a final budget for board approval.

A motion was made by Director Paragji and seconded by Director Smith to approves the 2019 final draft budget with the following information clarified:

- Paradise TBID collection has been completely removed from income and the remainder of the jurisdiction income was decreased by 10% due to the anticipated impact from long-term stays on collection of TBID;
- Sales and marketing activities are being supplemented by \$400,000 from existing unrestricted net assets;
- The budget is built to have a negative net income; and,
- There remains more than \$400,000 in unrestricted net assets with an additional \$200,673.29 in the restricted reserve account for TBID renewal fees and zone marketing.

The motion carried by the following vote:

AYES: Spangler, Smith, Franklin, Paragji, Billah

NOES: None

ABSTENTIONS: None

4.3 APPOINTMENT OF NOMINATIONS COMMITTEE

Each year the Board may appoint a Nominations Committee composed of at least three (3) Directors. Nominations for Directors shall be submitted in writing to the Nominations Committee not less than 60 days prior to the Annual Meeting. The recommendations of the Nominations Committee shall be submitted to the Board at least 30 days prior to the Annual Meeting, which recommendations will ensure compliance with Article V, Section 4. Election of Directors shall be conducted at the Annual Meeting.

The Nominations Committee was convened and Directors Smith, Spangler and Franklin were appointed as their terms are not expiring.

5. REPORTS AND COMMUNICATIONS

5.1 Marketing Report *Bruce Spangler*

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

6. ADJOURNMENT – The meeting was adjourned before 2:00 p.m. (actual time not recorded).

Explore Butte County
Balance Sheet
As of December 31, 2018

	Dec 31, 18
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,112,467.38
Total Checking/Savings	1,112,467.38
Other Current Assets	
1400 · Prepaid Expenses	649.00
Total Other Current Assets	649.00
Total Current Assets	1,113,116.38
Fixed Assets	
1500 · Furniture and Equipment	9,283.26
Total Fixed Assets	9,283.26
TOTAL ASSETS	1,122,399.64
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card	1,847.00
Total Credit Cards	1,847.00
Other Current Liabilities	
2400 · Payroll Liabilities	3,712.52
Total Other Current Liabilities	3,712.52
Total Current Liabilities	5,559.52
Total Liabilities	5,559.52
Equity	
3200 · Unrestricted Net Assets	847,920.02
3300 · Net Assets - Reserved	
3350 · Reserved - TBID Renewal Fees	75,000.00
3360 · Reserved - Zone Marketing	125,673.29
Total 3300 · Net Assets - Reserved	200,673.29
Net Income	68,246.81
Total Equity	1,116,840.12
TOTAL LIABILITIES & EQUITY	1,122,399.64

Explore Butte County
Profit & Loss
 December 2018

	Dec 18
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	4,473.02
4300 · Chico	109,894.54
4400 · Oroville	29,443.19
	143,810.75
Total 4000 · Program Income	143,810.75
4800 · Other Types of Income	
4810 · Interest Income	17.75
	17.75
Total 4800 · Other Types of Income	17.75
Total Income	143,828.50
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	89.46
5300 · 2% Fee - Chico	2,197.89
5400 · 2% Fee - Oroville	588.87
	2,876.22
Total 5000 · 2% Fee	2,876.22
Total COGS	2,876.22
Gross Profit	140,952.28
Expense	
6000 · Sales and Marketing Expense	
6040 · Marketing contracts	37,292.90
6051 · Miscellaneous	124.66
6054 · Staffing - Marketing	
6055 · Staffing - Marketing payroll	7,337.52
6056 · Staffing - Payroll Taxes - Mktg	569.71
6057 · Workers comp insurance	803.22
	8,710.45
Total 6054 · Staffing - Marketing	8,710.45
Total 6000 · Sales and Marketing Expense	46,128.01
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	8,775.00
	8,775.00
Total 6900 · Zone and Micro-Marketing	8,775.00
7000 · Administration Expenses	
7058 · General Administration	4,204.45
7060 · Insurance	
7065 · Workers comp	229.66
	229.66
Total 7060 · Insurance	229.66
7070 · Meals	228.56
7090 · Office supplies	62.17
7110 · Printing and Copying	62.33
7120 · Professional fees - Accounting	2,250.00
7145 · Rent/ Office Space	770.00
7154 · Staffing - Admin	
7155 · Staffing - Admin Payroll	2,526.56
7156 · Payroll taxes - admin	189.24
7157 · Workers comp insurance	-803.22
	1,912.58
Total 7154 · Staffing - Admin	1,912.58

Explore Butte County
Profit & Loss
December 2018

	<u>Dec 18</u>
7160 · Subscriptions	196.23
7180 · Telephone, Telecommunications	143.16
7190 · Travel	<u>44.07</u>
Total 7000 · Administration Expenses	10,103.21
Total Expense	<u>65,006.22</u>
Net Ordinary Income	<u>75,946.06</u>
Net Income	<u><u>75,946.06</u></u>

Explore Butte County
Profit & Loss Budget Overview
 January through December 2018

	Jan - Dec 18	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	8,475.19	7,650.00	825.19
4300 · Chico	546,589.89	581,400.00	-34,810.11
4400 · Oroville	130,331.71	137,700.00	-7,368.29
4500 · Paradise	24,950.76	38,250.00	-13,299.24
4000 · Program Income - Other	0.00	0.00	0.00
Total 4000 · Program Income	710,347.55	765,000.00	-54,652.45
4800 · Other Types of Income			
4810 · Interest Income	207.61	0.00	207.61
Total 4800 · Other Types of Income	207.61	0.00	207.61
Total Income	710,555.16	765,000.00	-54,444.84
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	169.51	150.00	19.51
5300 · 2% Fee - Chico	10,931.80	11,400.00	-468.20
5400 · 2% Fee - Oroville	2,606.63	2,700.00	-93.37
5500 · 2% Fee - Paradise	499.01	750.00	-250.99
Total 5000 · 2% Fee	14,206.95	15,000.00	-793.05
Total COGS	14,206.95	15,000.00	-793.05
Gross Profit	696,348.21	750,000.00	-53,651.79
Expense			
6000 · Sales and Marketing Expense			
6005 · Capital Display	8,475.00	5,000.00	3,475.00
6010 · Conferences	1,267.83	5,000.00	-3,732.17
6015 · Contract services - Marketing	18,387.08	7,000.00	11,387.08
6020 · Dues and Memberships	1,805.00	4,000.00	-2,195.00
6040 · Marketing contracts	405,762.02	349,400.00	56,362.02
6050 · Meals	791.32	2,000.00	-1,208.68
6051 · Miscellaneous	124.66		
6054 · Staffing - Marketing			
6055 · Staffing - Marketing payroll	42,538.80	61,600.00	-19,061.20
6056 · Staffing - Payroll Taxes - Mktg	3,690.14		
6057 · Workers comp insurance	803.22		
Total 6054 · Staffing - Marketing	47,032.16	61,600.00	-14,567.84
6060 · State Fair Exhibit	16,932.88	15,000.00	1,932.88
6070 · Website	462.70	1,000.00	-537.30
6000 · Sales and Marketing Expense - Other	109.90	5,000.00	-4,890.10
Total 6000 · Sales and Marketing Expense	501,150.55	455,000.00	46,150.55
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	56,275.00	65,000.00	-8,725.00
Total 6900 · Zone and Micro-Marketing	56,275.00	65,000.00	-8,725.00
7000 · Administration Expenses			
7010 · Advertising	130.75	2,000.00	-1,869.25
7020 · Bank fees	5.36	100.00	-94.64
7030 · Conference, Convention, Meeting	0.00	500.00	-500.00
7040 · Contract services	7,632.00	3,000.00	4,632.00
7050 · Education	0.00	2,500.00	-2,500.00
7055 · Filing fees/ taxes	10.00	100.00	-90.00
7058 · General Administration	14,158.44	20,700.00	-6,541.56
7060 · Insurance			
7065 · Workers comp	1,117.90		
7060 · Insurance - Other	1,561.00	3,000.00	-1,439.00
Total 7060 · Insurance	2,678.90	3,000.00	-321.10

Explore Butte County
Profit & Loss Budget Overview
 January through December 2018

	Jan - Dec 18	Budget	\$ Over Budget
7070 · Meals	2,626.98	2,000.00	626.98
7080 · Membership dues	0.00	200.00	-200.00
7085 · Miscellaneous	0.00	500.00	-500.00
7090 · Office supplies	2,290.70	2,500.00	-209.30
7100 · Postage	230.64	500.00	-269.36
7110 · Printing and Copying	757.26	1,000.00	-242.74
7120 · Professional fees - Accounting	12,492.50	12,000.00	492.50
7130 · Professional fees - Legal	1,950.00	5,000.00	-3,050.00
7140 · Promotion	0.00	100.00	-100.00
7145 · Rent/ Office Space	5,322.50	12,000.00	-6,677.50
7150 · Rent/ Storage	270.00	800.00	-530.00
7154 · Staffing - Admin			
7155 · Staffing - Admin Payroll	16,665.47	26,400.00	-9,734.53
7156 · Payroll taxes - admin	1,370.98		
7157 · Workers comp insurance	-803.22		
Total 7154 · Staffing - Admin	17,233.23	26,400.00	-9,166.77
7160 · Subscriptions	1,483.03	1,000.00	483.03
7180 · Telephone, Telecommunications	760.92	600.00	160.92
7190 · Travel	642.64	1,000.00	-357.36
7000 · Administration Expenses - Other	0.00	0.00	0.00
Total 7000 · Administration Expenses	70,675.85	97,500.00	-26,824.15
8000 · Contingency			
8500 · Disputed credit card charges	0.00		
8000 · Contingency - Other	0.00	19,500.00	-19,500.00
Total 8000 · Contingency	0.00	19,500.00	-19,500.00
9000 · Collection Expense	0.00	13,000.00	-13,000.00
Total Expense	628,101.40	650,000.00	-21,898.60
Net Ordinary Income	68,246.81	100,000.00	-31,753.19
Net Income	68,246.81	100,000.00	-31,753.19

Explore Butte County
Profit & Loss
 January through December 2018

	Jan - Dec 18
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	8,475.19
4300 · Chico	546,589.89
4400 · Oroville	130,331.71
4500 · Paradise	24,950.76
	710,347.55
4800 · Other Types of Income	
4810 · Interest Income	207.61
	207.61
Total 4000 · Program Income	710,347.55
Total 4800 · Other Types of Income	207.61
Total Income	710,555.16
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	169.51
5300 · 2% Fee - Chico	10,931.80
5400 · 2% Fee - Oroville	2,606.63
5500 · 2% Fee - Paradise	499.01
	14,206.95
Total 5000 · 2% Fee	14,206.95
Total COGS	14,206.95
Gross Profit	696,348.21
Expense	
6000 · Sales and Marketing Expense	
6005 · Capital Display	8,475.00
6010 · Conferences	1,267.83
6015 · Contract services - Marketing	18,387.08
6020 · Dues and Memberships	1,805.00
6040 · Marketing contracts	405,762.02
6050 · Meals	791.32
6051 · Miscellaneous	124.66
6054 · Staffing - Marketing	
6055 · Staffing - Marketing payroll	42,538.80
6056 · Staffing - Payroll Taxes - Mktg	3,690.14
6057 · Workers comp insurance	803.22
	47,032.16
6060 · State Fair Exhibit	16,932.88
6070 · Website	462.70
6000 · Sales and Marketing Expense - Other	109.90
	501,150.55
Total 6000 · Sales and Marketing Expense	501,150.55
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	56,275.00
	56,275.00
Total 6900 · Zone and Micro-Marketing	56,275.00
7000 · Administration Expenses	
7010 · Advertising	130.75
7020 · Bank fees	5.36
7040 · Contract services	7,632.00
7055 · Filing fees/ taxes	10.00
7058 · General Administration	14,158.44
7060 · Insurance	
7065 · Workers comp	1,117.90
7060 · Insurance - Other	1,561.00
	2,678.90
Total 7060 · Insurance	2,678.90

Explore Butte County

Profit & Loss

02/01/19

January through December 2018

Accrual Basis

	<u>Jan - Dec 18</u>
7070 · Meals	2,626.98
7090 · Office supplies	2,290.70
7100 · Postage	230.64
7110 · Printing and Copying	757.26
7120 · Professional fees - Accounting	12,492.50
7130 · Professional fees - Legal	1,950.00
7145 · Rent/ Office Space	5,322.50
7150 · Rent/ Storage	270.00
7154 · Staffing - Admin	
7155 · Staffing - Admin Payroll	16,665.47
7156 · Payroll taxes - admin	1,370.98
7157 · Workers comp insurance	-803.22
Total 7154 · Staffing - Admin	17,233.23
7160 · Subscriptions	1,483.03
7180 · Telephone, Telecommunications	760.92
7190 · Travel	642.64
Total 7000 · Administration Expenses	70,675.85
8000 · Contingency	
8500 · Disputed credit card charges	0.00
Total 8000 · Contingency	0.00
9000 · Collection Expense	0.00
Total Expense	628,101.40
Net Ordinary Income	68,246.81
Net Income	68,246.81

Explore Butte County
Balance Sheet
As of January 31, 2019

	Jan 31, 19
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,041,483.45
Total Checking/Savings	1,041,483.45
Total Current Assets	1,041,483.45
Fixed Assets	
1500 · Furniture and Equipment	9,969.94
1600 · Accumulated depreciation	-830.00
Total Fixed Assets	9,139.94
TOTAL ASSETS	1,050,623.39
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card	4,695.41
Total Credit Cards	4,695.41
Other Current Liabilities	
2110 · Direct Deposit Liabilities	-3,740.00
2400 · Payroll Liabilities	1,824.97
Total Other Current Liabilities	-1,915.03
Total Current Liabilities	2,780.38
Total Liabilities	2,780.38
Equity	
3200 · Unrestricted Net Assets	915,336.83
3300 · Net Assets - Reserved	
3350 · Reserved - TBID Renewal Fees	75,000.00
3360 · Reserved - Zone Marketing	125,673.29
Total 3300 · Net Assets - Reserved	200,673.29
Net Income	-68,167.11
Total Equity	1,047,843.01
TOTAL LIABILITIES & EQUITY	1,050,623.39

Explore Butte County Profit & Loss Budget Overview January 2019

	Jan 19	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	0.00	463.00	-463.00
4300 · Chico	0.00	36,586.00	-36,586.00
4400 · Oroville	0.00	9,262.50	-9,262.50
Total 4000 · Program Income	0.00	46,311.50	-46,311.50
4800 · Other Types of Income			
4810 · Interest Income	19.66		
4815 · CTA Registrations	0.00	208.00	-208.00
Total 4800 · Other Types of Income	19.66	208.00	-188.34
Total Income	19.66	46,519.50	-46,499.84
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	0.00	9.00	-9.00
5300 · 2% Fee - Chico	0.00	732.00	-732.00
5400 · 2% Fee - Oroville	0.00	185.00	-185.00
Total 5000 · 2% Fee	0.00	926.00	-926.00
Total COGS	0.00	926.00	-926.00
Gross Profit	19.66	45,593.50	-45,573.84
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	6,605.37	6,250.00	355.37
6020 · Capital Display	0.00	83.00	-83.00
6030 · Conferences	842.96	417.00	425.96
6050 · Creative Services	1,370.23	9,333.00	-7,962.77
6060 · CTA Program	5,000.00	1,250.00	3,750.00
6070 · Dues and Memberships	0.00	333.00	-333.00
6100 · Marketing contracts			
6110 · Advertising Agencies	27,573.71	27,083.00	490.71
6120 · Jack Rabbit	0.00	1,000.00	-1,000.00
Total 6100 · Marketing contracts	27,573.71	28,083.00	-509.29
6200 · Meals	59.26	192.00	-132.74
6320 · Printing	0.00	4,167.00	-4,167.00
6340 · Public Relations	1,158.39	2,500.00	-1,341.61
6350 · Sales and Marketing Exp. -Other	0.00	750.00	-750.00
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	4,604.04	8,310.00	-3,705.96
6420 · Staffing - Payroll Taxes - Mktg	554.74	750.00	-195.26
6430 · Workers comp insurance	48.28	83.00	-34.72
Total 6400 · Staffing - Marketing	5,207.06	9,143.00	-3,935.94
6600 · State Fair Exhibit	0.00	2,083.00	-2,083.00
6700 · Website	0.00	1,333.00	-1,333.00
Total 6000 · Sales and Marketing Expense	47,816.98	65,917.00	-18,100.02
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	17,500.00	4,631.00	12,869.00
Total 6900 · Zone and Micro-Marketing	17,500.00	4,631.00	12,869.00
7000 · Administration Expenses			
7010 · Advertising	0.00	62.50	-62.50
7020 · Bank fees	0.00	8.00	-8.00
7030 · Conference, Convention, Meeting	0.00	83.00	-83.00
7040 · Contract services	0.00	104.00	-104.00
7050 · Education	1,147.00	292.00	855.00
7060 · Filing fees/ taxes	0.00	8.00	-8.00
7070 · General Administration	336.97	833.00	-496.03
7100 · Insurance	0.00	217.00	-217.00

Explore Butte County
Profit & Loss Budget Overview
January 2019

	Jan 19	Budget	\$ Over Budget
7200 · Meals	0.00	62.50	-62.50
7210 · Membership dues	0.00	83.00	-83.00
7300 · Office supplies	150.09	200.00	-49.91
7310 · Postage	0.00	42.00	-42.00
7320 · Printing and Copying	0.00	83.00	-83.00
7330 · Professional fees - Accounting	0.00	1,250.00	-1,250.00
7340 · Professional fees - Legal	0.00	208.00	-208.00
7350 · Promotion	0.00	8.00	-8.00
7360 · Rent/ Office Space	770.00	833.00	-63.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	243.78	1,835.00	-1,591.22
7420 · Payroll taxes - admin	27.74	167.00	-139.26
7430 · Workers comp insurance	2.54	22.00	-19.46
Total 7400 · Staffing - Admin	274.06	2,024.00	-1,749.94
7500 · Subscriptions	98.56	125.00	-26.44
7560 · Telephone, Telecommunications	93.11	200.00	-106.89
7570 · Travel	0.00	167.00	-167.00
7900 · Admin Expense- Other	0.00	83.00	-83.00
Total 7000 · Administration Expenses	2,869.79	6,976.00	-4,106.21
8000 · Contingency	0.00	1,395.00	-1,395.00
Total Expense	68,186.77	78,919.00	-10,732.23
Net Ordinary Income	-68,167.11	-33,325.50	-34,841.61
Net Income	-68,167.11	-33,325.50	-34,841.61

Explore Butte County

Profit & Loss

January 2019

02/05/19

Accrual Basis

	Jan 19
Ordinary Income/Expense	
Income	
4800 · Other Types of Income	
4810 · Interest Income	19.66
Total 4800 · Other Types of Income	19.66
Total Income	19.66
Gross Profit	19.66
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	6,605.37
6030 · Conferences	842.96
6050 · Creative Services	1,370.23
6060 · CTA Program	5,000.00
6100 · Marketing contracts	
6110 · Advertising Agencies	27,573.71
Total 6100 · Marketing contracts	27,573.71
6200 · Meals	59.26
6340 · Public Relations	1,158.39
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	4,604.04
6420 · Staffing - Payroll Taxes - Mktg	554.74
6430 · Workers comp insurance	48.28
Total 6400 · Staffing - Marketing	5,207.06
Total 6000 · Sales and Marketing Expense	47,816.98
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	17,500.00
Total 6900 · Zone and Micro-Marketing	17,500.00
7000 · Administration Expenses	
7050 · Education	1,147.00
7070 · General Administration	336.97
7300 · Office supplies	150.09
7360 · Rent/ Office Space	770.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	243.78
7420 · Payroll taxes - admin	27.74
7430 · Workers comp insurance	2.54
Total 7400 · Staffing - Admin	274.06
7500 · Subscriptions	98.56
7560 · Telephone, Telecommunications	93.11
Total 7000 · Administration Expenses	2,869.79
Total Expense	68,186.77
Net Ordinary Income	-68,167.11
Net Income	-68,167.11



Explore Butte County
P.O. Box 2154
Chico, CA 95927

ExploreButteCounty.com

Board of Directors

Brooke Isenberg
Chico - Vice President

Bruce Spangler
Oroville - President

Dori Franklin
Chico - Secretary

Haroon Saddique
Paradise

John Pearson
At Large

Kiran Paragji
Oroville

Mohammad Billah
Chico

Nicole Johansson
At Large

Advisors to the Board

Betsy Yarbrough
County-wide

Debbie Collins
Chico

Evie Cameron
Paradise

Heather MacDonald
Unincorporated County

Heather Johnson
Oroville

Jovanni Tricerri
Unincorporated County

Kelsey Torres
Chico

Melissa Schuster
Paradise

February 14, 2019

Feather River Center
Address
Address

RE: Explore Butte County – Letter of Support

Dear _____:

On behalf of Explore Butte County, the Butte County regional Tourism Business Improvement District, please accept this letter as an expression of support for the planning efforts currently being conducted by Feather River Center related to the development of updated facilities at the Forebay. The goal of Explore Butte County is to increase tourism in our area, resulting in increased over-night stays and a positive economic impact to our region. We believe this goal is in alignment with the current planning goals of the Feather River Center.

Our organization's marketing strategy is in alignment with your efforts. In our study, we identify five personas of travelers that we will be developing specific marketing approaches/itineraries. Two of the five personas include "The Getaway Artist" and the "Casual Adventurer". These include individuals and families who are travelling to our area for a variety of outdoor events and activities and could be enticed to explore the destination more deeply with the right inspiration and knowledge of our area as a destination. The development of a more robust sporting destination within Butte County would allow Explore Butte to offer a specific water adventurer more reasons to visit Butte County, driving additional overnight stays to the region.

We appreciate the opportunity to support your endeavors and look forward to continuing to partner throughout the planning process.

If you have any questions, or need any additional information, please contact our Executive Director, Carolyn Denero, at carolyn@explorebuttecounty.com

Sincerely,

Bruce Spangler, CHA
President, Explore Butte County
General Manager, Holiday Inn Express & Suites, Oroville, CA

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)

NOMINATION COMMITTEE MEETING – January 18, 2019

MINUTES

Oxford Suites Meeting Room
 2035 Business Lane, Chico
 11:30 AM – 12:00 PM

PURPOSE: To review and recommend nominations for pending board of director vacancies.

1. Attendance

Committee members present: Brooke Isenberg, Bruce Spangler, and Dori Franklin.

Guest: Carolyn Denero

2. Review Board of Director Nomination applications and make recommendations for each of the vacating seats.

Recommendation: The Nomination Committee would like to nominate

- Mohammad Billah, Owner of University Inn for Chico seat.
- Haroon Saddique, Manager of Best Western, Paradise Hotel for Paradise seat.
- Kiran Piragji, Manager of Americas Best Value Inn Oroville for Oroville seat.

Bruce to follow up with Kiran for confirmation of interest.

Recommendation: create a more formal timeline regarding noticing and recruitment of board members and include opportunity for interested parties to attend meetings prior to applying.

3. Review of process and procedure for filling advisory board seats. The committee will review interested advisors and make a recommendation to the full Board in March.

Recommendation: create a procedure and timeline for recruiting and filling advisory board seats.

Board of Director Nomination

Article VIII, Section 3: Ad Hoc Nominations Committee

Each year the Board may appoint a Nominations Committee composed of at least three (3) Directors. Nominations for Directors shall be submitted in writing to the Nominations Committee not less than 60 days prior to the Annual Meeting. The recommendations of the Nominations Committee shall be submitted to the Board at least 30 days prior to the Annual Meeting, which recommendations will ensure compliance with Article V, Section 4. Election of Directors shall be conducted at the Annual Meeting.

Board of Directors

- 3 representatives of businesses paying the BCTID Assessment within Chico.
- 2 representatives of businesses paying the BCTID Assessment within Oroville.
- 1 representative of a business paying the BCTID Assessment within Paradise.
- 1 representative of a business paying the BCTID Assessment within unincorporated Butte County.
- 2 representatives of the community at large with an interest in the travel and tourism industry.

To be eligible to apply, you must be a representative of a business paying the Butte County Tourism Improvement Assessment within the community of Chico, Oroville, Paradise, or unincorporated Butte County. The 2 representatives of the community at large must have an interest in the travel and tourism industry.

Nomination Process

If you are interested in being considered for a position on the Board, please provide the following by _____ (60 days before annual meeting): (1) Name, (2) Title, (3) Lodging Establishment, (4) Lodging Establishment physical address, and (5) Reason why you are interested in a Director position with Explore Butte County. The information may be sent via email to: nomination@explorebuttecounty.com, or mailed to P.O. Box 2154, Chico, CA 95927. The Nomination Committee will review all nominations per the timeline and make a final recommendation to the Board at the Annual Meeting in March.

Annual Timeline

- September - Nominations Committee is convened by approval of the Board
- First week of October - First notice of Call for Nominations
 - Notice to all current hotel partners and stakeholders via email and written notice
 - Deadline for submission of application is 60 days before the upcoming March meeting
 - Specific outreach done to Directors whose seats are expiring
- During first meeting of the committee, recruitment strategy to be discussed and potential nominees to be invited to upcoming board meetings
- EBC staff to continue noticing of open nominations, with a minimum of three notices
- Nominations Committee to give update of recruitment process at January meeting
- Nominations Committee to meet after the 60-day nomination window has closed and prior to the February meeting to review submissions and formalize their recommendation
 - Those recommended must meet eligibility as set forth in Article V, Section 4 of the Bylaws.
- At the February meeting, or 30-days prior to the March Annual Meeting, the Nominations Committee will inform the current board of their recommendations for expiring seats
- March's Annual Meeting, the Board will approve the slate of recommendations if there are no objections or nominations from the floor.

Procedure for nominations during the Annual Meeting

- The slate of nominees from the Nomination Committee, along with the formal nominee application, will be included in the March board packet to be reviewed prior to the meeting.
- A recommendation will be made to approve the slate of Directors as recommended by the Nomination Committee unless there is opposition or if there are nominations from the floor.
- If:
 - No opposition or floor nominations - the Board can approve the seconded motion;
 - There is opposition - the Board will hear the opposition and offer the opposed candidate an opportunity for rebuttal before approving the seconded motion;
 - There is a nomination from the floor - the Board can approve all unopposed seats before hearing from the nominated candidate and those running against them from the floor.
- **Example: Nomination Committee submits their nominations as Hotelier Ann for Chico, Hotelier Bob for Paradise, and Hotelier Chuck for Oroville.**
 - No opposition: Recommendation to approve the slate of nominations as presented, motion seconded, board approves. Ann, Bob and Chuck move to the dias to take their seats.
 - There is opposition. Audience member steps up and opposes Chuck because Chuck hasn't been active in the Oroville community and they feel he wouldn't be a good representation.

- Recommendation made to approve the rest of the slate of nominees, not Chuck. Board moves through process and approves Ann and Bob.
- Chuck has opportunity to address the Board, rebutting what the audience member has said.
- Recommendation made to approve Chuck as the nominees for the Oroville seat. Motion has to be seconded and board members to vote.
- If the board does not vote to approve one of the slate of nominees the seat will remain open.
- Nomination from the floor. Hotelier from a Chico hotel opposes Ann's nomination and states she would like to run for the Chico seat.
 - Recommendation made to approve the Paradise and Oroville seats, process followed, board votes.
 - All nominees for the Chico seat have an opportunity to address the Board, including Ann who has already been recommended by the Board.
 - The recommendation is made for each member of the Board to vote for the person they would like to hold the Chico seat. The Board will each vote and the nominee with the majority of the votes will become the nominee for the Chico seat. A recommendation will be made for that candidate to hold the seat and each board member will vote for or against that nominee.

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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

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Jovanni Tricerri (County-wide)
Kelsey Torres (Chico)
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NOMINATION COMMITTEE MEETING – January 18, 2019**AGENDA**

Oxford Suites Meeting Room
2035 Business Lane, Chico
11:30 AM – 12:00 PM

PURPOSE: To review and recommend nominations for pending board of director vacancies.

1. Attendance

Committee members are Brooke Isenberg, Bruce Spangler, and Dori Franklin

2. Review Board of Director Nomination applications and make recommendations for each of the vacating seats. The following seats are expiring: Paradise lodging – Haroon Saddique, Chico lodging – Mohammad Billah, Oroville lodging – Kiran Piragji. One unincorporated seat is still vacant.

3. Review of process and procedure for filling advisory board seats.

Supporting Documents:

- Letter distributed to all lodging properties regarding expiring board seats;
- Letters of interest for expiring board seats, and;
- Current process for filling advisory board seats

Code	Category	Budget
6010	Advertising	\$ 75,000.00
6020	Capital Display	\$ 1,000.00
6050	Creative Services	\$ 112,000.00
6110	Advertising Agencies	\$ 325,000.00
6120	Jack Rabbit	\$ 12,000.00
6320	Printing	\$ 50,000.00
6340	Public Relations	\$ 30,000.00
6350	Sales & Mktg Other	\$ 9,000.00
6600	State Fair Exhibit	\$ 25,000.00
6700	Website	\$ 16,000.00
		<u>\$ 655,000.00</u>

6010 Advertising \$ 75,000.00

Visit California Guidebook	\$ 7,500.00	done
Shasta Cascade Wonderland Guidebook	\$ 3,000.00	done
Magazine/Print Ads	\$ 25,000.00	
Social Boosts	\$ 6,000.00	\$500 per month
Trade Show Kits per Chamber	\$ 3,000.00	\$1,000 each
Restaurant Week Ads	\$ 7,500.00	Jan - done
Paradise Chocolate Fest	\$ 1,000.00	Feb
Chico Wildflower	\$ 1,000.00	Mar
	\$ 1,000.00	Apr
Feather Fiesta Days	\$ 1,000.00	May
Great Race	\$ 2,500.00	May
Thursday Night Markets	\$ 1,000.00	Jul
Salmon Fest	\$ 1,000.00	Aug
SOFT	\$ 1,000.00	Sep
	\$ 1,000.00	Oct
Holiday Events - all jurisdictions	\$ 1,000.00	Nov
Snow Goose Fest/Flyway	\$ 1,000.00	Dec
Biking Hyper-Focus Ads	\$ 10,000.00	PCI
	<u>\$ 500.00</u>	

6050 Creative Services \$ 112,000.00

Restaurant Week Ad Creative	\$ 5,000.00	done
Website Stories, 7-10 monthly	\$ 30,000.00	\$2,500 mo budget
Prof Video Production - cycling	\$ 30,000.00	PCI - additional to current contract
prof photo	\$ 12,000.00	\$1,000/mo
printed material creative	\$ 20,000.00	rack cards, maps, visitor guide
graphic design	\$ 6,000.00	\$500/mo - outsourced graphic design
amatuer video	\$ 6,000.00	\$500/mo
	<u>\$ 3,000.00</u>	

6110 Advertising Agency	\$ 325,000.00		
		Porter Co	
		Remainder of current contract 1	\$ 64,019.00
		Remainder of supp contract 2	\$ 57,055.00
		Jul 1-Dec 30	\$ 150,000.00 PCI contract extension?
		Langlers	\$ 32,000.00
		Others - Madden Media	\$ 20,000.00
			<u>\$ 1,926.00</u>
6320 Printing	\$ 50,000.00		
		Rack Card/Brochure	\$ 5,000.00
		County Map	\$ 10,000.00
		Visitor Guide	\$ 35,000.00
			<u>\$ -</u>
6340 Public Relations	\$ 30,000.00		
		Restaurant Week Influencers	\$ 1,500.00
		Snow Goose Writer	\$ 750.00
		Epic Trails Film Crew	\$ 5,000.00
		Visit CA FAM	\$ 10,000.00
		Cycling FAM trip	\$ 4,000.00
		Influencers	\$ 6,000.00 \$500/mo
			<u>\$ 2,750.00</u>
6350 Sales & Mktg Other	\$ 9,000.00		
		EBC Stickers	\$ 5,000.00
		Bags	\$ 2,500.00
		Frisbees	\$ 1,500.00
			<u>\$ -</u>