



EXPLORE BUTTE COUNTY

2025 BOARD OF DIRECTORS

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2026 BUDGET COMMITTEE MEETING

December 5, 2025
Time: 10:30 am - 12:00 pm

BCAG Board Room
326 Huss Dr, Board Room, Chico, CA 95928

Agenda

Public Notice Information: In accordance with the Ralph M. Brown Act, EBC agendas are available for public review outside the BCAG Board Room at 326 Huss Dr, Building Et at least 72 hours prior to each meeting. The agendas are also posted on the EBC website at explorebuttecounty.com. Questions on agenda items may be directed to Nichole Farley, EBC Executive Direction, at nichole@explorebuttecounty.com.

MISSION: Explore Butte County inspires people to discover Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County champions a diverse and flourishing tourism industry, making it THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Stewardship. Equity. Fun.

BRAND POSITION: The Explorer - Adventurer, Pioneer, Seeker, Open-minded, Resourceful, Tolerant, Ambitious, Down to Earth, Authentic, Determined, Outdoorsy

1. OPEN MEETING
2. OBJECTIVE 3: ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY

- 2.1. 2026 PROPOSED BUDGET (Nichole Farley)

A draft of the [2026 Proposed Budget](#) is attached for discussion and alignment with our [2026 - 2028 proposed Strategic Plan](#)

Recommendation: Approve the 2026 Proposed Budget for Full Board Ratification on January 15, 2026.

3. BOARD UPDATES & PUBLIC COMMENT

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to three (3) minutes per speaker. The Board may not take any action on public comment.

4. ADJOURNMENT