



2024 BOARD OF DIRECTORS

Tamba Sellu, President  
Courtyard by Marriott, Chico

Matt Reed, Treasurer  
Butte County Fairgrounds, Gridley

Melissa Schuster, Secretary  
Chapelle de L'Artiste Château &  
Retreat, Paradise

Kate Pinsonneault  
Hotel Diamond, Chico

Jason Oliveras  
Oxford Suites, Chico

Megan Kurtz  
CSU Chico

Megan Gaddis  
Chico Chamber of Commerce

EXPLORE BUTTE COUNTY  
LEADERSHIP WORKSHOP  
BOARD OF DIRECTOR MEETING

April 11, 2024  
Time: 9:00 AM - 4:00 PM

Chapelle de L'Artiste Château  
3300 Inspiration Ln, Paradise, CA 95969-6192

AGENDA

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

VISION: Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy, making Butte County THE must-visit destination in the North State.

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

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

1. WELCOME & INTRODUCTION (9 AM)  
Favorite Vacation Spot and Why?
2. 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.
3. WHY VISITORS MATTER (10 AM)  
Economic Impact of Tourism
4. BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT (10:15 AM)  
Review of Management District Plan, Brown Act, and other legal requirements
5. EXPLORE BUTTE COUNTY (11 AM)  
Mission, Vision, Values, Organizational Structure
6. BOARD ENGAGEMENT & EXPECTATIONS (11:15 AM)  
Role of Directors, Code of Conduct, and Conflict of Interest
7. LUNCH
8. STRATEGIC PLANNING UPDATE (1 PM)  
Workshop to identify 2024 initiatives that advance the four strategic objectives.
9. ADJOURNMENT
10. TOUR OF BURNT BARN DISTILLERY (3 PM)