



2024 BOARD OF DIRECTORS

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EXPLORE BUTTE COUNTY

LEADERSHIP RETREAT

April 24, 2025
Time: 9:30 am - 3:30 pm

Live Vine Vineyard & Winery
743 Luds Way, Oroville, CA 95965

Agenda

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. WELCOME AND INTRODUCTIONS
3. BOARD ENGAGEMENT AND EXPECTATIONS
4. WHY VISITATION MATTERS
5. STRATEGIC PLANNING WORKSHOP
6. BOARD ACTION ITEMS
 - 6.1. [Sports Tourism Infrastructure Master Plan Consultant & Proposal Selection](#)

The Board will review a staff recommendation to approve Proposal Option 2 from Hunden Partners for the Sports Destination District Master Plan. The proposed scope includes a comprehensive market analysis of mixed-use components to support long-term economic development and private investment around sports tourism infrastructure.

[Hunden Partners Proposal Option 1](#)
[Hunden Partners Proposal Option 2](#)

Recommendation: Staff recommends that the Board of Directors approve Proposal Option 2 from Hunden Partners in the amount of \$155,000, as it provides a more comprehensive foundation for a transformative Sports Destination District Master Plan.

6.2. [2025 Budget Ratification](#)

Present a revised 2025 Budget for adoption by the Board of Directors. This updated budget reflects refined allocations within the Marketing and Destination Development programs to better align expenditures with strategic priorities, improve account clarity, and ensure the continuity of essential initiatives. It also includes new requests from the Travel Chico Micro-Zone Committee and an update to the Administrative Budget to reflect actual operational needs.

[2025 Budget - Adopted on January 30, 2025](#)

[Ratification of 2025 Budget - Proposed on April 24, 2025](#)

Recommendation: Staff recommends the Board of Directors adopt the revised 2025 Budget, including proposed reallocations, reserve requests, and updates to administrative and micro-zone funding.

7. [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.

8. [ADJOURNMENT](#)