



EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

Tamba Sellu, President
Courtyard by Marriott, Chico

Matt Reed, Treasurer
Butte County Fairgrounds, Gridley

Kate Pinsonneault, Secretary
Hotel Diamond, Chico

Jason Olivares
Oxford Suites, Chico

Ashley Dekellis
STVR Operator, Chico

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

Sareena Merchant
Hampton Inn, Oroville

Natalie Sheard
STVR Owner, Oroville

Aaron Wright
CA State Parks, Oroville

Megan Kurtz
CSU Chico

Megan Gaddis
Community at Large

January 15, 2026

Time: 1:00 pm - 3:30 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. CONSENT CALENDAR
 - 2.1. [Approve Minutes from November 19, 2025 Board Meeting](#)
 - 2.2. [Approve 2026 Budget Committee Minutes from December 9, 2025](#)
 - 2.3. [Approve October 2025 Financials \(with authorization to update for TBID assessment revenues attributed to October\)](#)
 - 2.4. [Approve November 2025 Financials \(with authorization to update for TBID assessment revenues attributed to November\)](#)
 - 2.5. [Employee Bonus & Incentive Pay Policy simplification](#)
3. 2026 FISCAL YEAR PLANNING
 - 3.1. [2026 PROPOSED BUDGET](#) (Nichole Farley)

A draft of the [2026 Proposed Budget](#) is attached for discussion.
Supporting [annual contracts](#) included in the Budget.

Annual Contracts: Madden Media, AirDNA/Kalibri Lodging Data, Hubspot, National Travel Center, VisaVue, Langler

Recommendation: Approve the 2026 Proposed Budget and supporting annual contracts.

3.2. 2026 - 2028 PROPOSED STRATEGIC DIRECTION (Nichole Farley)

The strategic direction for Explore Butte County from 2026 to 2028 is centered on championing a diverse and flourishing tourism industry to make it the North State's must-visit destination, while inspiring discovery and building economic vitality through partnerships. To achieve this, the plan outlines three focus areas: expanding and diversifying visitor experiences, innovative and experiential marketing, and improving access to experiences.

Recommendation: [Adoption of the 2026-2028 Strategic Direction](#)

3.3. 2026 ANNUAL STAFF GOALS & OBJECTIVES (Nichole Farley)

Review and approval of the 2026 Annual Staff Goals, aligned with the adopted 2026–2028 Strategic Direction and focused on measurable outcomes related to visitation, economic impact, community benefit, and organizational sustainability. The goals establish a standardized KPI framework to support accountability, performance evaluation, and strategic oversight by the Board.

Recommendation: Adoption of the 2026 Staff Goals and Objectives

4. 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.

5. CLOSED SESSION

5.1. EMPLOYEE PERFORMANCE EVALUATIONS (Tamba Sellu)

The Board will review the 2025 employee performance outcomes, including the Executive Director's annual performance evaluation and related compensation considerations, and assess recommended employee bonus awards tied to Board-approved goals. Action may be taken to approve Executive Director compensation adjustments and 2025 staff bonuses.

6. REPORT ON CLOSED SESSION

7. ADJOURNMENT