



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
BOARD OF DIRECTOR MEETING

July 11, 2024
Time: 12:00 PM - 2:00 PM

BCAG Board Room
326 Huss Dr, Chico, CA 95928

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. 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. CONSENT CALENDAR

3.1. [Approve Minutes from May 09, 2024](#)

3.2. [Approve April 2024 Financials](#)

3.3. [Approve May 2024 Financials](#)

4. OBJECTIVE 1: LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY

4.1. MARKETING UPDATE (Nichole Farley)

Update on the marketing efforts of Explore Butte County and our agency Madden Media.

Recommendation: No Action Required

4.2. TRAVEL CHICO UPDATE (Alaina Macarthy)

Update on the marketing efforts of Explore Butte County and our agency Madden Media.

4.3. TOURISM DEVELOPMENT & INFRASTRUCTURE DEVELOPMENT STUDIES (Nichole Farley)

Update on soliciting example RFPs for the studies we want to accomplish.

Recommendation: No Action Required

4.4. CONFERENCE AND ASSOCIATION MEMBERSHIP UPDATE (Nichole Farley)

Update on IPW by US Travel, One West Tourism Association, Destinations International, and CalTravel.

Recommendation: No Action Required

5. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

5.1. COMMUNITY RELATIONS UPDATE (Cameo Calderon)

Update on the community relations efforts in Butte County.

5.2. RESEARCH UPDATE (Nichole Farley)

Research update for January - June 2024

6. OBJECTIVE 3: ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY

6.1. [DRAFT OF THE 2023 FISCAL AUDIT](#)

Review the draft audit documents for the 2023 fiscal year.

Recommendation: Approve the 2023 draft audit documents for finalization by CLA

7. ADJOURNMENT