



2025 BOARD OF DIRECTORS

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

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

Sareena Merchant
Hampton Inn, Oroville

Aaron Wright
CA State Parks, Oroville

Megan Kurtz
CSU Chico

Megan Gaddis
Chico Chamber of Commerce

EXPLORE BUTTE COUNTY
BOARD OF DIRECTORS MEETING

July 24, 2025
Time: 12:30 pm - 2:30 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. CONSENT CALENDAR
 - 2.1. [Approve Minutes from May 22, 2025](#)
 - 2.2. [Approve May 2025 Financials \(with authorization to update for TBID assessment revenues attributed to May\)](#)
 - 2.3. Approve June 2025 Financials (with authorization to update for TBID assessment revenues attributed to June)
 - 2.4. FY2024 Audit
3. OBJECTIVE 1: LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY
 - 3.1. BCTBID OPERATIONS AND MANAGEMENT: UPDATE BYLAWS (Nichole Farley)

At the request of Supervisor Teeter—and in light of the BCTBID Owners Association's proposal to include short-term vacation rentals (STVRs) in the District—the Board of Supervisors has requested that Explore Butte County include STVR representation on its Board of Directors. Accordingly, the Bylaws have been amended to add two STVR representatives, move the Annual Meeting from March to September, and update the officer titles from President and Vice-President to Chair and Vice-Chair, respectively.

[Amended Bylaw Proposed 07-24-2025](#)

Recommendation: Adoption of the amended Bylaws date July 24, 2025

3.2. AMEND ZONE MICRO-MARKETING COMMITTEES (Nichole Farley)

Amend the Zone Micro-Marketing Committees from a "Committee of the Board" to an "Advisory Committee." In the future, the Committee will make annual recommendations to the Board for the Zone Micro-Marketing Funding. The amendment also gives greater flexibility to the Committee structure and who participates in the Committee.

[Resolution To Amend The Chico Zone Micro-Marketing Advisory Committee](#)

[Resolution To Amend The Oroville Zone Micro-Marketing Advisory Committee](#)

Recommendation: Adoption of the amended resolutions for the Chico and Oroville Zone Micro-Marketing Committees

3.3. RESOLUTION TO CREATE A SHORT-TERM VACATION RENTAL ADVISORY COMMITTEE (Nichole Farley)

With the proposed inclusion of STVR into the BCTBID, staff recommends the creation of a STVR Advisory Committee to help EBC create an inclusive marketing strategy. The Committee will serve as a venue for educating owner, operator, managers of STVRs on EBC efforts.

[Resolution To Create A Short-Term Vacation Rental Advisory Committee](#)

Recommendation: Adoption of the resolution to create a Short-Term Vacation Rental Advisory Committee.

4. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

4.1. UPDATE: 2025 MARKETING UPDATE FROM MADDEN MEDIA (Lisa Baird, Destination Strategy Director)

Our Agency of Record is Madden Media. Lisa Baird will be presenting an update on their activities and result YTD in 2025.

4.2. UPDATE: SPORTS TOURISM INFRASTRUCTURE MASTER PLAN (Nichole Farley)

Standing update on the efforts of the Sports Tourism Infrastructure Master Plan.

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

5.1. UPDATE: BCTBID MODIFICATION (Nichole Farley)

The Resolution of Intent to Modify the BCTBID was adopted on May 13, 2025. A Public Meeting was held on June 10, 2025. The final Public Hearing is on July 29, 2025.

As of July 15, 2025, the Clerk of the Board has received written protests representing less than 0.10% of the total projected assessment revenue and fewer than 0.25% of the lodging units in Butte County. In contrast, written support for the proposed BCTBID modifications has been received from businesses representing over 30% of the total projected assessment revenue and more than 39% of the available lodging units in the county.

6. 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.

7. ADJOURNMENT