



2026 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

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

EXPLORE BUTTE COUNTY BOARD OF DIRECTORS MEETING

July 30, 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 E 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 President & CEO, 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

BRAND EMOTION: Belonging -Butte County should feel like more than a place you visit. It should feel like a place you're part of. One that invites you to jump in, soak it up, and connect through experiences that feel personal, grounding, and lasting. It gets under your skin and into your soul.

1. OPEN MEETING
2. CONSENT CALENDAR
 - 2.1. [Approve Minutes from May 28, 2026 Board Meeting](#)
 - 2.2. [Approve May 2026 Financials \(with authorization to update for TBID assessment revenues attributed to May 2026\)](#)
 - 2.3. [Approve June 2026 Financials \(with authorization to update for TBID assessment revenues attributed to June 2026\)](#)
3. ADMINISTRATIVE UPDATE
 - 3.1. 2025 FINANCIAL REVIEW BY CLA

Significant Findings: Corrected misstatements - During the review, it was identified that multiple journal entries were required to be recorded to beginning net assets, fixed assets, revenue, and expenses.

[Draft Financial Statement](#)

[Draft Governance Communication Letter](#)

Recommendation: Approve Draft Financial Statement and Governance Communication Letter to finalize the 2025 financial review.

3.2. ACCOUNTING AND FINANCIAL ADVISOR

[Lee & Sakai LLC](#) is a full-service bookkeeping, accounting, and consulting firm headquartered in Sacramento, CA. Led by Managing Partner Marilyn Sakai, the 25-plus-year-old firm specializes in non-profit accounting, government grant compliance, human resources, and fractional CFO services.

[L+S Proposal](#)

Recommendation: Approve new contract with Lee & Sakai LLC for accounting services.

3.3. 2026 BUDGET UPDATE

Update on the 2026 FY Budget and approval of adjustments exceeding 10% of the total budget.

[Staff Report & Supporting Documents](#)

Recommendation: Adoption of the revised budget as presented.

3.4. RESOLUTION TO ESTABLISH THE AD HOC NOMINATING COMMITTEE FOR THE 2026-2028 TERM

The Committee shall consist of no fewer than three (3) Directors. The Committee is advisory in nature and subject to the direction and control of the full Board. Its sole purpose is to recruit, evaluate, and recommend a slate of qualified candidates for Board consideration. The Committee shall dissolve automatically upon Board approval of the Director slate in September.

[Ad Hoc Nominating Committee Resolution](#)

Recommendation: Adoption of the Resolution and Appointment of the Ad Hoc Nominating Committee as presented.

4. EXPANDING & DIVERSIFYING VISITOR EXPERIENCES

4.1. PRESIDENT & CEO UPDATE (Nichole Farley)

Update on Annual Goals. Update on community engagement meetings, industry events recently attended - what was learned and how will those learnings be incorporated into EBC.

5. INNOVATIVE & EXPERIENTIAL MARKETING

5.1. EBC MARKETING & COMMUNICATIONS UPDATE (Ashley Baer)

Update on Annual Goals. Update in marketing and communications activities for the first 6-months of 2026.

5.2. TRAVEL CHICO: END OF YEAR (JULY 2025 - JUNE 2026) (Ashley Baer)

The Travel Chico YIR submitted to the City of Chico to close out our 2025/2026 Contract.

[Travel Chico: FY 2025-2026 Year in Review](#)

6. IMPROVING ACCESS TO EXPERIENCES

6.1. COMMUNITY ENGAGEMENTS UPDATE (Lucia Mercado)

Update on goals related to Community Engagement, Butte365, the Zone Micro Grant Funding. Events recently attended and what has been learned.

6.2. SPORTS DEVELOPMENT COMMITTEE UPDATE (Nichole Farley)

Update on efforts for the sports development project

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