



EXPLORE BUTTE COUNTY ANNUAL BOARD OF DIRECTOR MEETING

2023 BOARD OF DIRECTORS

Bruce Spangler, President
Lake Oroville Holiday Inn Express
& Suites, Oroville

Tamba Sellu, Treasurer
Courtyard by Marriott, Chico

Kate Pinsonneault
Hotel Diamond, Chico

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

Jennifer Owen
CSU Chico University Farm

ADVISORY BOARD

Ev Duran, UTB Studios
Patricia Macias, Museum of
Northern California Art (monca)
Debbie Moseley, Paradise
Chocolate Fest
Marci Shadd, The Colonia Building

Audrey Taylor, Downtown Chico
Business Association
Megan Gaddis, Chico Chamber of
Commerce
Eric Smith, Oroville Chamber of
Commerce
Monica Nolan, Paradise Chamber
of Commerce

Katie Simmons, Butte County
Administration
Jennifer Macarthy, City of Chico
Jordan Daley, City of Oroville
Collette Curtis, Town of Paradise

March 14, 2024
Time: 11:00 AM - 2:00 PM

EXPLORE BUTTE COUNTY
326 Huss Dr., Building E - Board Room, Chico, CA 95928

AGENDA

MISSION: Explore Butte County inspires people to visit Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy, making Butte County THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Exploration. Stewardship. Equity. Inclusion. Fun.

BRAND POSITION: The Explorer - Adventurer, Pioneer, Seeker, Open-minded, Resourceful, Tolerant, Ambitious, Down to Earth, Authentic, Determined, Outdoorsy

1. CLOSED SESSION (11 am - 12 pm)

Anticipated Litigation: Pearson Collaborative Projects - Contract Termination Fees with Legal Counsel

2. OPEN PUBLIC MEETING (12:15 pm)

3. REPORT ON CLOSED SESSION (15 minutes)

4. CONSENT ITEMS (5 minutes)

4.1. [APPROVE MINUTES FROM JANUARY 11, 2023 MEETING](#)

4.2. APPROVE DECEMBER 2023, JANUARY 2024 FINANCIAL REPORTS [December 2023 Reports](#) - [January 2024 Report](#) - February 2024 Report

5. ACTION ITEMS (30 minutes)

5.1. BYLAW AMENDMENTS (Nichole Farley)

Amendment of the Board of Directors criteria for the City of Oroville and Butte County, City of Gridley, and City of Biggs to include a representative from the community at large with an interest in travel and tourism. Amendment of a quorum from five (5) members of the Board to a majority of the board serving.

[Bylaws with Proposed Amendments](#) - [Summary of Bylaw Amendments](#)

Recommendation: Approve the bylaw amendments as presented.

5.2. 2024 - 2025 BOARD OF DIRECTORS AND ADVISORS SLATE (Nominating Committee)

Directors Terms Expiring include Bruce Spangler (President) - Oroville lodging, Tamba Sellu (Treasurer) - Chico lodging, Jennifer Owens - Community At-Large

Current Vacant Seats include Chico Lodging (2023 - 2025 Term), Oroville Lodging (2023 - 2025 Term), Community At-Large (2023 - 2025 Term), Gridley & Unincorporated Lodging (2024 - 2026 Term)

Call for nominations to the Board of Directors and Advisors from the floor. Two vacancies for representation from the City of Oroville.

[Proposed 2024 - 2025 Board of Directors Slate](#)

Recommendation: To appoint the 2024 - 2025 Board of Director and Advisors

5.3. 2024 - 2025 OFFICER APPOINTMENT (Nominating Committee)

Appointment of the 2024 - 2025 President of the Board, Treasurer of the Board, and Secretary of the Board.

[2024 - 2025 Proposed Officer Slate](#)

Recommendations: To appoint the 2024 - 2025 Board of Director and Advisors

6. [STAFF REPORTS](#) (45 minutes)

6.1. MADDEN MEDIA UPDATE (Lisa Baird)

Presentation of the Three-Year Marketing Strategy to advance Explore Butte County's brand awareness and 2024 marketing efforts to date.

6.2. MARKETING UPDATE (Ashley Baer)

Presentation of Explore Butte County's current internal marketing efforts to date.

6.3. COMMUNITY RELATIONS UPDATE (Cameo Calderon)

Presentation of the community outreach and engagement efforts, including Butte365, to date.

6.4. EXECUTIVE DIRECTOR UPDATE (Nichole Farley)

Welcome Alaina Macarthy, Travel Chico Content Development Coordinator. Leadership Workshop on April 11, 2024 at Burnt Barn Distillery in Paradise.

7. [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](#)