



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 Olivares
Oxford Suites, Chico

Aaron Wright
California State Parks

Megan Kurtz
CSU Chico

Megan Gaddis
Chico Chamber of Commerce

EXPLORE BUTTE COUNTY

BOARD OF DIRECTOR ANNUAL MEETING

March 27, 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 January 20, 2025](#)

2.2. [Approve January 2025 Financials \(with authorization to update for TBID assessment revenues attributed to January\)](#)

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

3.1. PROPOSED 2025 BOARD OF DIRECTOR and ADVISOR SLATE (Nichole Farley, 2025 Annual Report Committee)

[The proposed 2025 Board of Directors and Advisors for Explore Butte County.](#)

Recommendation: Adoption of the 2025 Board of Directors

3.2. PROPOSED 2025 BOARD OF DIRECTOR OFFICER SLATE (Nichole Farley, 2025 Annual Report Committee)

Take nominations for Officer Slate (President, Treasurer, and Secretary).

Recommendation: Adoption of the 2025 Officers

4. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

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

The Destination Development Committee is interviewing four qualified consultants to help EBC develop the Sports Tourism Infrastructure Master Plan. The final consultant will be identified for Board approval at the April Board Retreat.

4.2. UPDATE: MICRO-ZONE COMMITTEE UPDATE (Nichole Farley)

The Chico Micro-Zone and Oroville Micro-Zone Committee's have set their budgets for 2025.

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

5.1. UPDATE: BCTBID MODIFICATION (Nichole Farley)

The County Attorney is reviewing the documents for the second time this week. The proposed timeline is to begin the public hearing process no later than April 22, 2025, so the changes can go into effect on July 1.

5.2. EBC STAFF GOALS

Staff goals for 2025 focus on destination development, travel trade, organizational development, professional growth, and creativity and innovation in our marketing programming.

[Executive Director Goals](#) - [Marketing Director Goals](#)

Recommendation: Adoption of the 2025 Staff Goals

5.3. UPDATE: EBC STAFF (Nichole Farley)

Hiring for two positions: Content Development Coordinator or a Travel Chico Coordinator and a Community Relations Coordinator.

5.4. ANNUAL BOARD RETREAT (Nichole Farley)

On Thursday, April 25, 2025, from 9 am - 4 pm at Live Vine Vineyard and Winery. The day will include an update on organization and board compliance items, annual planning, and a team activity.

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