



EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

March 26, 2026
Time: 1:00 pm - 3:30 pm

BCAG Board Room
326 Huss Dr, Board Room, Chico, CA 95928

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

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 Executive Direction, 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

1. OPEN MEETING
2. CONSENT CALENDAR
 - 2.1. [Approve Minutes from January 15, 2026 Board Meeting](#)
 - 2.2. [Approve Minutes from January 22, 2026 Closed Session Meeting](#)
 - 2.3. [Approve December 2025 Financials \(with authorization to update for TBID assessment revenues attributed to December\)](#)
 - 2.4. [Approve January 2026 Financials \(with authorization to update for TBID assessment revenues attributed to January 2026\)](#)
 - 2.5. [Approve February 2026 Financials \(with authorization to update for TBID assessment revenues attributed to February 2026\)](#)
3. ADMINISTRATION
 - 3.1. END OF YEAR FINANCIAL UPDATE (Nichole Farley)

Analysis of our 2025 fiscal performance, highlighting key revenue drivers, expenditure trends, and our final year-end liquidity position.
 - 3.2. [MICRO-ZONE FUNDING FOR CHICO, GRIDLEY, OROVILLE, PARADISE](#) (Nichole Farley)

Micro-Zone Committees have provided recommendations for allocation of the 10% micro-zone funding collected in 2025. Grants total \$45,000 to 27 organizations.

Recommendation: Approve Micro-Zone Funding Grants as presented.

4. EXPANDING & DIVERSIFYING VISITOR EXPERIENCES

4.1. [SPORTS DESTINATION DISTRICT ADHOC COMMITTEE FORMATION](#)
(Nichole Farley)

Establish a committee to make recommendations to staff on the direction of Phase Two of the Sports Destination District.

Recommendation: Adopt an AdHoc Committee for Phase Two of the Sports Destination District.

4.2. UPDATE: SPORTS TOURISM MARKETING (Ashley Baer)

Update on efforts with Fleet Feet Chico on expanding marketing efforts for new and existing events.

5. INNOVATIVE & EXPERIENTIAL MARKETING

5.1. UPDATE: EBC BRAND REFRESH (Ashley Baer)

A look at the new direction of the Explore Butte County Brand, as a result of the Brand Workshops conducted on February 4, 2026 with Madden Media.

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