



## EXPLORE BUTTE COUNTY

### BOARD OF DIRECTORS MEETING

#### 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

May 22, 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 March 27, 2025](#)
  - 2.2. [Approve Minutes from April 24, 2025](#)
  - 2.3. [Approve February 2025 Financials \(with authorization to update for TBID assessment revenues attributed to February\)](#)
  - 2.4. [Approve March 2025 Financials \(with authorization to update for TBID assessment revenues attributed to March\)](#)
  - 2.5. [Approve April 2025 Financials \(with authorization to update for TBID assessment revenues attributed to April\)](#)
3. OBJECTIVE 1: LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY
  - 3.1. STRATEGIC PLANNING - [2025/2026 ACTION PLAN](#)

Based on the discussion and feedback from the 2025 Leadership Retreat on April 24, 2025, EBC staff were able to compile key goals and measurements for the 2025/2026 year.

[Staff Report](#)

*Recommendation: Adoption of the strategic action plan for 2025/2026*
4. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

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

The agreement with Hunden Partners has been executed. The

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. The County has until May 30, 2025, to mail the legal notice. The notice was delivered to the Clerk of the Board on May 13. The following steps in the hearing process are a public meeting on June 10, 2025, and a public hearing on July 29, 2025.

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