



2026 BOARD OF DIRECTORS

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Natalie Sheard
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Aaron Wright
CA State Parks, Oroville

Megan Kurtz
CSU Chico

Megan Gaddis
Community at Large

EXPLORE BUTTE COUNTY
BOARD OF DIRECTORS MEETING

May 28, 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 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
CALIFORNIA TOURISM MONTH/ BUTTE COUNTY TRAVEL AND TOURISM MONTH
2. CONSENT CALENDAR
 - 2.1. [Approve Minutes from March 26, 2026 Board Meeting](#)
 - 2.2. [Approve March 2026 Financials \(with authorization to update for TBID assessment revenues attributed to March 2026\)](#)
 - 2.3. [Approve April 2026 Financials \(with authorization to update for TBID assessment revenues attributed to April 2026\)](#)
3. EXPANDING & DIVERSIFYING VISITOR EXPERIENCES
 - 3.1. UPDATE: MEDIA & PUBLIC RELATIONS (Nichole Farley)

Update on recent media and public relations efforts, including journalist visits.
 - 3.2. [UPDATE: BUSINESS DEVELOPMENT FOCUS](#) (Nichole Farley)

Pivot in staffing to focus on Business Development and Lead Generation for hotel and lodging properties.

4. INNOVATIVE & EXPERIENTIAL MARKETING

4.1. [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.

[NEW BRAND GUIDELINES](#)

4.2. SHASTA CASCADE TOURISM SUMMIT - APRIL 29, 2027

Explore Butte County is hosting the 2027 Shasta Cascade Tourism Summit on April 29, 2027.

5. IMPROVING ACCESS TO EXPERIENCES

5.1. [UPDATE: HUBSPOT AND OWNED DATA EFFORTS](#) (Ashley Baer)

Update on efforts to streamline our cross channel consumer engagement activities and to drive first person data collection across all channels.

5.2. [HUNDEN PARTNERS PHASE 1 DEVELOPMENT ADVISORY SERVICES](#)

Update on efforts to streamline our cross channel consumer engagement activities and to drive first person data collection across all channels.

[HUNDEN PARTNERS AGREEMENT](#)

Recommendation: Approve the contract with Hunden Partners for Phase 1 Development Advisory Services for a total amount not to exceed \$85,000.

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