2027 BOARD OF DIRECTORS

Jason Olivares, Chair
Oxford Suites, Chico

Kate Pinsonneault, Secretary
Hotel Diamond, Chico

Aaron Wright, Treasurer
CA State Parks, Oroville

Anastasia Terry
STVR Owner, Chico & Oroville

Ashley Dekellis
STVR Operator, Chico

Erin Morrissey
Community at Large

Laticia Hall
Hampton Inn, Oroville

Marc Breckenridge
Community at Large

Matt Reed
Butte County Fairgrounds, Gridley

Melissa Schuster,
Burnt Barn Distillery, Paradise

Tamba Sellu
Courtyard by Marriott, Chico

EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

November 12, 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 President & CEO, 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

BRAND EMOTION: Belonging - Butte County should feel like more than a place you visit. It should feel like a place you're part of. One that invites you to jump in, soak it up, and connect through experiences that feel personal, grounding, and lasting. It gets under your skin and into your soul.

1. **OPEN MEETING**

2. **CONSENT CALENDAR**

2.1. Approve Minutes from September 24, 2026 Regular Board Meeting

2.2. Approve Minutes from October 22, 2026 Annual Planning Meeting

2.3. Approve Minutes from November 4, 2026 Executive Committee Meeting

2.4. Approve September 2026 Financials (with authorization to update for TBID assessment revenues attributed to prior months in 2026)

2.5. 2027 EBC Board Meeting Schedule

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3. ADMINISTRATIVE UPDATE

3.1. 2027 WORK PLAN

Based on the discussion and feedback from the 2027 Annual Planning meeting is our proposed 2027 Annual Work Plan.

Proposed 2027 Annual Work Plan

Supporting 2027 Annual Work Plan Documents

For Review 2027 Staff Goals and Objectives (Not for approval)

Recommendation: Adopt the proposed 2027 Annual Work Plan as presented.

3.2. 2027 BCTBID ANNUAL REPORT

2027 BCTBID Annual Report prepared in accordance with California Streets and Highways Code §§ 36650 to be presented to the Board of Supervisors

Proposed 2027 BCTBID Annual Report

Recommendation: Approve the proposed 2027 BCTBID Annual Report and direct staff to submit to the Butte County Clerk of the Board for the Board of Supervisors.

3.3. 2027 ANNUAL BUDGET - PRESENTATION ONLY

For review is our first look at the 2027 annual budget. This item is for discussion and review. Adoption will take place in January.

Estimated 2026 Revenue (based on YTD collection) & 2027 BCTBID BCTBID Revenue Projections

2027 Proposed Annual Budget

2027 Proposed Annual Budget by Pillar

2026 vs 2027 Proposed Annual Budget

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4. **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.

5. **ADJOURNMENT**