



EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

November 13, 2025

Time: 12:30 pm - 2:30 pm

BCAG Board Room

326 Huss Dr, Board Room, Chico, CA 95928

2025 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

Melissa Schuster,
Chapelle de L'Artiste Château & Retreat,
Paradise

Sareena Merchant
Hampton Inn, Oroville

Aaron Wright
CA State Parks, Oroville

Megan Kurtz
CSU Chico

Megan Gaddis
Chico Chamber of Commerce

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 Et 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 September 25, 2025](#)
 - 2.2. [Approve August 2025 Financials \(with authorization to update for TBID assessment revenues attributed to August\)](#)
 - 2.3. [Approve September 2025 Financials \(with authorization to update for TBID assessment revenues attributed to September\)](#)
 - 2.4. [2026 Board of Directors Meeting Schedule](#)
3. OBJECTIVE 3: ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY
 - 3.1. [2026 BCTBID ANNUAL REPORT](#) (Nichole Farley)

A draft of the 2026 BCTBID Annual Report is attached. It is a forward looking report for the Butte County Tourism Business Improvement District as required pursuant to Streets and Highways Code section 36650.

Recommendation: Approve the 2026 Annual Butte County Tourism Business Improvement District Report and authorize its submission to the Butte County Board of Supervisors Clerk for filing.

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

4.1. [SPORTS TOURISM INFRASTRUCTURE MASTER PLAN](#) (Nichole Farley)

The Master Plan has been completed by Hunden Partners. Summary presentation and update on next steps.

5. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

5.1. UPDATE: 2025 MARKETING UPDATE (Ashley Baer, Marketing Director)

Standing update on the efforts of EBCs Marketing Team.

5.2. UPDATE: 2025 TRAVEL CHICO UPDATE (Angelina Matey, Travel Chico Specialist)

Standing update on Travel Chico brand enhancement & marketing efforts.

5.3. UPDATE: 2025 COMMUNITY RELATIONS UPDATE (Lucia Mercado, Community Engagement Specialist)

Standing update on EBCs community engagement efforts.

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