



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 Oliveras
Oxford Suites, Chico

Aaron Wright
California State Parks

Megan Kurtz
CSU Chico

Megan Gaddis
Chico Chamber of Commerce

EXPLORE BUTTE COUNTY
BOARD OF DIRECTOR MEETING

November 14, 2024
Time: 12:00 PM - 2:00 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 September 19, 2024](#)
 - 2.2. Approve September 2024 Financials (with authorization to update for TBID assessment revenues attributed to September)
 - 2.3. Approve October 2024 Financials (with authorization to update for TBID assessment revenues attributed to October)
3. OPERATIONAL ACTION ITEMS
 - 3.1. [2025 BCTBID Annual Report](#) (Nichole Farley, 2025 Annual Report Committee)

The proposed 2025 Annual Report for the Butte County Tourism Business Improvement District (BCTBID) which includes proposed modifications to the BCTBID Management District Plan and budget allocations for the upcoming 2025 fiscal year.

[2025 BCTBID Annual Report](#)

Recommendation: Adoption of the 2025 BCTBID Annual Report and Submission to the Butte County Clerk for adoption by the Board of Supervisors.

- 3.2. [2025 Board Meeting Schedule](#) (Nichole Farley)

Move the Explore Butte County Board Meetings from the second Thursday of January, March, April, May, July, and September, to the

fourth Thursday of the Month. The Board Meeting in November will remain on the second Thursday of the month due to the holiday.

Recommendation: Approve the 2025 Board of Directors Meeting Schedule.

3.3. [Proposal to sell the 2021 Sprinter Van](#) (Nichole Farley)

Proposal to Sell the 2021 Mercedes Sprinter Van and Purchase a hybrid SUV. By selling the Mercedes Sprinter Van and purchasing a hybrid SUV, Explore Butte County would benefit from reduced operating costs, increased flexibility, and more efficient outreach efforts.

Recommendation: Approve staff to sell the 2021 Mercedes Van.

4. OBJECTIVE 3: ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY

4.1. [Establishment of the Destination Development Committee](#) (Nichole Farley)

The proposed committee will oversee efforts to develop a Sports Tourism Infrastructure Master Plan, establishing a strategic foundation for enhancing sports tourism and infrastructure across Butte County.

[Resolution to Establish the Destination Development Committee](#)

Recommendation: Adoption of the resolution to establish the Destination Development Committee.

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

5.1. [Establishment of the 2025 Ad Hoc Nominating Committee](#) (Nichole Farley)

The proposed committee oversee efforts to ensure that the Board and our Advisors are composed of qualified and dedicated individuals who are representative of the tourism industry in Butte County

[Resolution to Establish the 2025 Ad Hoc Nominating Committee](#)

Recommendation: Adoption of the resolution to establish the 2025 Ad Hoc Nominating Committee.

5.2. AIRPORT UPDATE (Tom Bahr, Airport Manager)

Update from the Airport Manager on the progress to acquire commercial air.

5.3. MARKETING UPDATE (Ashley Baer)



Update on the marketing efforts of Explore Butte County and our agency Madden Media.

5.4. TRAVEL CHICO UPDATE (Alaina Macarthy)

Update on the marketing efforts of Explore Butte County and our agency Madden Media.

5.5. COMMUNITY RELATIONS UPDATE (Cameo Calderon)

Update on the community relations efforts in Butte County.

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