



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,
Chapelle de L'Artiste Château & Retreat,
Paradise

Tamba Sellu
Courtyard by Marriott, Chico

EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

October 22, 2026

Time: 9:00 am - 1:00 pm

The Westport Event Venue
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.

8:30 to 9:30 - Headshots

1. OPEN MEETING

2. WELCOME

Welcome and Introduction of attendees. Thank you to our Board of Directors whose terms have ended.

3. BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT

Overview of the BCTBID and Explore Butte County's legal requirements under the Property and Business Improvement District Law of 1994 (California Streets and Highways Code §§ 36650), Ralph M Brown Act

(California Government Code §§ 54950-54963), and Public Records Act (California Government Code §§ 6250-6276.48).

4. BROWN ACT & ROBERTS RULES OF ORDER PRESENTATION

This session covers California Brown Act open-meeting compliance - including transparency, agendas, and public comment - and Robert's Rules of Order for structured parliamentary procedure.

5. FIDUCIARY RESPONSIBILITIES PRESENTATION by Lee & Sakai

This training session provides board members with practical knowledge and tools to effectively fulfill their financial governance responsibilities.

6. BOARD & ADVISOR ENGAGEMENT

Roles and responsibilities of the Board of Directors and how we engage with our Advisor.

7. APPOINTMENT OF EXECUTIVE COMMITTEE

Appointment of two (2) board members to the Executive Committee to join the Chair, Treasurer, and Secretary.

8. WHY TOURISM MATTERS

The economic impact of tourism and visitors in Butte County. Latest research and trends in the tourism industry.

9. 2027 PLANNING WORKSHOP

A workshop focused on developing the 2027 BCTBID Annual Report, operating budget, marketing strategy, and business plan.

10. 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.

11. ADJOURNMENT

12. LUNCH