



EXPLORE BUTTE COUNTY

STRATEGIC PLANNING MEETING

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

October 29, 2025
Time: 8:30 am - 11:30 am

Stoble Coffee - Downstairs
418 Broadway, 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 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. WELCOME & OPENING REMARKS
Led by Executive Director Nicole Farley
Purpose of the session and connection to EBC's 2023–2025 goals and next chapter.
3. OVERVIEW & CONTEXT
Facilitator presentation by Michael Coogan
Review of existing plans, survey and interview insights, and session goals.
4. DATA INSIGHTS
Summary of key strengths, challenges, and opportunities shaping the future of Butte County tourism.
5. EMERGING FOCUS AREAS
Presentation of 6–8 potential focus areas derived from recent data and discussion.
6. BREAKOUT DISCUSSIONS
Small-group work to refine focus areas, define success measures, and identify key strategies.

7. GROUP REPORTS & PRIORITIZATION

Report-out from each group followed by board discussion and prioritization of top 3–4 initiatives.

8. NEXT STEPS & CLOSING

Summary of priorities, assignment of leads, and outline of next actions.

9. 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.

10. ADJOURNMENT