EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

September 24, 2026
Time: 1:00 pm - 3:30 pm

BCAG Board Room
326 Huss Dr, Board Room, Chico, CA 95928

Agenda

[redacted]

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 July 30, 2026 Board Meeting

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

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

3. **IMPROVING ACCESS TO EXPERIENCES**

    3.1. SPORTS DEVELOPMENT PRESENTATIONS:

    GORRILL RANCH PRESENTATION BY CHUCK TATREAU

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Tatreau Construction has an opportunity to secure the Gorrill Ranch site and to begin formal discussions with the County to develop Gorrill Ranch for a sports complex.

3.2. TOURISM INVESTMENT DISTRICT

Tourism Improvement District (TID), formed under the Property & Business Improvement District Law of 1994 (California Streets and Highways Code § 36600 et seq.), specifically evaluating options that allow for bond issuance capabilities to finance long-term tourism infrastructure and product development projects.

Recommendation: Authorize staff to begin researching funding mechanisms, legal structures, and bonding requirements under the Property & Business Improvement District Law of 1994, and authorize staff to commence preliminary stakeholder and jurisdictional engagement regarding the potential formation of a Tourism Investment District.

4. ADMINISTRATIVE UPDATE

4.1. PROPOSED BYLAWS AMENDMENT – ARTICLE V, SECTION 8(E) (ATTENDANCE STANDARD FOR BOARD VACANCIES)

Update Article V Directors, Section 8. Occurrence Of Vacancies. E. A Director Missing ~~Three~~ Two (2) Regular Meetings In A Row And An Affirmative Vote By The Remaining Directors To Remove The Absent Director

Proposed Bylaws Amendments

Recommendation: Adopt the proposed amendments to the EBC Bylaws to allow Directors to be removed for missing two (2) regular meetings in a row upon an affirmative vote by the remaining Directors.

4.2. APPOINTMENT OF BOARD OF DIRECTORS & ADVISORS

Appointment of Board of Directors for a term October 1, 2026 - September 30, 2028.

Appointment of Board of Directors for a term October 1, 2026 - September 30, 2027

Appointment of non-voting Advisory positions for a term of October 1, 2026 - September 30, 2027

Proposed Board of Directors & Advisors Slate for 2026/2027

Recommendation: Approve the proposed slate as presented for the terms beginning October 1, 2026.

4.3. APPOINTMENT OF OFFICERS OF THE BOARD

Proposed Officer of the Board Slate:

- Chair of the Board: Jason Olivares
- Treasurer:

Recommendation: Adoption of the Slate of Officers of the Board as presented.

4.4. ADOPTION OF RESOLUTION REAFFIRMING THE EXECUTIVE COMMITTEE AND CONSOLIDATING BUDGET COMMITTEE RESPONSIBILITIES

A comprehensive resolution reaffirming the composition and authority of the Executive Committee while formally incorporating the responsibilities of the formerly Ad Hoc Budget Committee into the Executive Committee's ongoing mandate for Board adoption.. The Executive Committee is subject to the direction and control of the full Board.

Resolution to Reaffirm the Executive Committee of the Board

Recommendation: Adoption the Resolution to Reaffirm the Executive Committee and Assume Budget Committee Responsibilities as presented.

5. 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.

6. ADJOURNMENT

The next Meeting will be our 2027 planning meeting on October 22, 2026 from 9 am - 1 pm.

EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

July 30, 2026
Time: 1:00 pm - 3:30 pm

BCAG Board Room
326 Huss Dr, Board Room, Chico, CA 95928

MINUTES

[redacted]

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1. OPEN MEETING - 1:02PM

Board Members Present: Tamba Sellu, Megan Kurtz, Matt Reed, Kate Pinsonneault, Jason Olivares, Aaron Wright, Natalie Sheard, Melissa Schuster

Board Members Absent: Ashley Dekellis, Megan Gaddis

Attendees: Nichole Farley, Ashley Baer, Lucia Mercado, Melody Espindula, Molly Kopta, Katie Simmons, Erik Gustafson (City of Chico), Nicole Hill, Cindy Daniluke

2. CONSENT CALENDAR

2.1. Approve Minutes from May 28, 2026 Board Meeting

2.2. Approve May 2026 Financials (with authorization to update for TBID assessment revenues attributed to May 2026)

2.3. Approve June 2026 Financials (with authorization to update for TBID assessment revenues attributed to June 2026)

Discussion:

Move: To Approve the consent calendar as presented

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Motion: Matt Reed

Second: Megan Kurtz

Vote: 8 - 0 - 0

3. ADMINISTRATIVE UPDATE

3.1. 2025 FINANCIAL REVIEW BY CLA

Significant Findings: Corrected misstatements - During the review, it was identified that multiple journal entries were required to be recorded to begin net assets, fixed assets, revenue, and expenses.

Draft Financial Statement

Draft Governance Communication Letter

Recommendation: Approve Draft Financial Statement and Governance Communication Letter to finalize the 2025 financial review.

Discussion: This is our 3rd year of audits and we decided to instead do a financial review rather than a full audit. We got significant findings of the issue of misstatement. This circles back to them not understanding our net assets going down so quickly YoY to pay down our deferred funding that has been given out through micro zone grants. The board packet will include the financial statements for 2024-2025 and the draft government communications letter that states the findings. We are asking CFO by Design to make the changes, if not we will have our new accounting agency to handle it for us.

Move: To Approve the draft Financial Statement and Governance Communication Letter to finalize the 2025 financial review.

Motion: Jason Olivares

Second: Kate Pinsonneault

Vote: 8 - 0 - 0

3.2. ACCOUNTING AND FINANCIAL ADVISOR

Lee & Sakai LLC is a full-service bookkeeping, accounting, and consulting firm headquartered in Sacramento, CA. Led by Managing Partner Marilyn Sakai, the 25-plus-year-old firm specializes in non-profit accounting, government grant compliance, human resources, and fractional CFO services.

L+S Proposal

Recommendation: Approve new contract with Lee & Sakai LLC for accounting services.

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Discussion: Nichole has met with a new potential accountant who comes with 25 years of experience and charges the same (or slightly below) what we have been paying. They are a local group who are willing to attend our board meetings and board retreat, who will also present on what our board should be looking for. They handle financial audits and reviews as well.

Move: To Approve a new contract with Lee & Sakai LLC for accounting services.

Motion: Melissa Shuster

Second: Tamba Sellu

Vote: 8 - 0 - 0

3.3. 2026 BUDGET UPDATE

Update on the 2026 FY Budget and approval of adjustments exceeding 10% of the total budget.

Staff Report & Supporting Documents

Recommendation: Adoption of the revised budget as presented.

Discussion: Nichole was able to run a comparison for the first 5 months of 2026, accounting for some delays from our cities. We are up $33,000 year to date in comparison to this time last year, this accounts for the 1% TBID increase. Chico alone is up $20,000.

Micro zone funding was recommended not to be a line item on the gross revenue as it is deferred and not true revenue for EBC, meaning that we lowered total gross revenue from $1,472,000 to $1,353,000.

We also have a $20,000 contribution to the Airport Guarantee Fund that we would like to pull to spend on marketing efforts.

Megan Kurtz Question – How will that impact the decision from contracts looking at Chico for a contract?

Erik Gustafson Response – We really need 2M to be competitive and although we have been attending conferences and getting positive feedback, they say we are extremely competitive and can guarantee a 2M buy-in. This won't be detrimental to our standing as far as the funding, but we may consider labeling it "disincumbering" the funds to be reviewed again in the future.

Melissa Shuster – The way I see it, we gave $20,000 to the fund to open the account, but would like to use it now. But how can we make it to be understood that we are still supportive of this fund and remain committed to the fund and the efforts being carried out by the city.

Aaron Wright – If we got approval to move forward with the commercial air service, how quickly do we need to have the money?

Erik Gustafson – About a year.

Aaron Wright – Can we write a contract between the City of Chico and Explore Butte County that states that once there is approval we are committed to delivering the funds within a year.

Nichole Farley – Yes, we will create an updated pledge.

Move: To approve the revised budget as presented - with the withdrawal from the Chico Airport Fund.

Motion: Tamba Sellu

Second: Aaron Wright

Vote: 8 - 0 - 0

3.4. RESOLUTION TO ESTABLISH THE AD HOC NOMINATING COMMITTEE FORM THE 2026-2028 TERM

The Committee shall consist of no fewer than three (3) Directors. The Committee is advisory in nature and subject to the direction and control of the full Board. Its sole purpose is to recruit, evaluate, and recommend a slate of qualified candidates for Board consideration. The Committee shall dissolve automatically upon Board approval of the Director slate in September.

Ad Hoc Nominating Committee Resolution

Recommendation: Adoption of the Resolution and Appointment of the Ad Hoc Nominating Committee as presented.

Discussion: With the establishment of the AdHoc Nominating Committee, we need at least 3 board members, we will bring this committee to motion at the next board planning meeting. Ashley, Tamba, and Kate have expressed interest in the nominating committee, but we still have 1-2 more seats.

Megan Kurtz Question – Where are you looking to meet?

2 seats for Oroville, 1 seat in Chico, 1 seat for Gridley County, and 1 seat for the community at large. We can meet virtually and then will be in person for interviews.

Jason Olivares volunteered.

Move: To adopt the Resolution and Appointment of Tamba Sellu, Kate Pinsonneault, Jason Olivares, and Ashley Dekellis to the Ad Hoc Nominating Committee.

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Motion: Aaron Wright

Second: Natalie Sheard

Vote: 8 - 0 - 0

4. EXPANDING & DIVERSIFYING VISITOR EXPERIENCES

4.1. PRESIDENT & CEO UPDATE (Nichole Farley)

Update on Annual Goals. Update on community engagement meetings, industry events recently attended - what was learned and how will those learnings be incorporated into EBC.

Update to where we are now – Nichole has taken over as board chair of the Shasta Cascade Wonderland Association. We have an RFP to select a branding and marketing agency to rebrand the Shasta Cascade and visit all regions to host meetings for it. We will get a new website that does not compete with our DMO websites, but will set us up for higher traffic come next year.

Short Term Vacation Rental Compliance – we have identified 25 that are not paying TBID or Transient Occupancy Tax. The county, town of Paradise, and other staff will be working to connect with those identified to get them in compliance within a year. The communications will come from the jurisdiction, without involving Explore Butte County or naming us.

We are bringing someone in next week to interview for a Business Development role to bring in more events for 2027 – part of our redirection to bring in Sports Events to the county.

Attended DI and was able to sit through unique sessions – specifically one from Rockford Illinois for resident recruitment and DMO's working on bringing in potential employees to their area. It seemed like an exciting opportunity for EBC to do the same.

The sports development project – What's happening with the Everybody Healthy Body site? They are currently looking to go out to build a new plan without EBC on the table, we are working to connect with them to see if they are interested in updating their plan with us in mind. We still have Goral Ranch and the Skyway/99 sites, so we removed Oroville as a viable option, but are still looking at the 2 sites in Chico.

5. INNOVATIVE & EXPERIENTIAL MARKETING

5.1. EBC MARKETING & COMMUNICATIONS UPDATE (Ashley Baer)

Update on Annual Goals. Update in marketing and communications activities for the first 6-months of 2026.

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Goals for Ashley

1. Creating more digital trail guides for video accessibility that people can use to get an idea of what trails look like before getting to the location. We have gotten Tails, Ales, & Trails to create the content, but are holding off on putting together the content to launch at the beginning of 2027.
2. Add more ADA content to the website. This year we partnered with Val Rose to write an ASL centered article, published in April, with a Social media campaign to go along with it. In June we sent a deaf influencer to these ASL community spaces and she had a positive experience in the county.
3. Team Mentorship was also a goal to work closely with Lucia on Butte365 and Melody with content creation. With more direct oversight it has allowed me to aid in education and direction.
4. Brand refresh being integrated on the website is slowly starting and we are looking at an October rollout for the first campaign integrating the new branding. On November 15 we hope to have the updated website to share with the board.
5. Working closely with Lucia and Melody to understand their data to better inform campaigns and marketing spend.
6. Looking into an AI chatbot for our site that will help influence the content we make based on what is being asked by our visitors.

The website users have increased which shows the effectiveness of the campaigns that KHM is assisting with.

Could engagement decrease be due to the age of the audience being lower and them being more tech savvy? People don't really make it to our website, people are using AI that then takes info from our site.

5.2. TRAVEL CHICO: END OF YEAR (JULY 2025 - JUNE 2026) (Ashley Baer)

The Travel Chico YIR submitted to the City of Chico to close out our 2025/2026 Contract.

[Travel Chico: FY 2025-2026 Year in Review]

Nichole Farley – In this fiscal year the city contributed $40,000 and EBC contributed $130,000 as part of the micro-zone funding. Some of that funding went to sponsoring local efforts including CARD Aquatic Center, monca Capital Campaign, Wildflower Century, Saturday Concerts in the Park, and the Fringe Festival.

Will you (Ashley) now be managing EBC and TC brands? No. There will be work on the website to improve SEO, but the social media platforms will not be managed in the same way as it was when there was a dedicated content creator. As of now the platform is dormant.

The City of Chico has committed another 2026/2027 fiscal year – this money will be funneled into updating the website and through social and digital promotions made by Madden as the advertising partner. Why would Chico want to put money into this as is? The $40,000 will maintain the platform rather than creating consistent content as we were before. We are going to make sure that the brand stays relevant, but we will not be putting the same energy into it as we were before.

Can we connect with the new city manager to share the importance of this brand to reconsider the investment amount that they are willing to invest?

Erik Gustafson – I don't like hearing that the brand is going dormant or stale and would like to continue discussing how the funding is going to benefit the efforts for this brand.

$16,000 to advertising and social media promotions

$6,000 to go into content development

$12,000 to maintain the website

With deferred money set aside for printing collateral – Bidwell Park Map and Bike Maps

We are also bringing someone in to focus on business development to help the meeting venues and other partners outside of hotels. We are still working on bringing in revenue for our city but focusing efforts on business development rather than content marketing. The idea is that this will drive demand in a more impactful way.

6. IMPROVING ACCESS TO EXPERIENCES

6.1. COMMUNITY ENGAGEMENTS UPDATE (Lucia Mercado)

Update on goals related to Community Engagement, Butte365, the Zone Micro Grant Funding. Events recently attended and what has been learned.

Tourism & Digital Growth: EBC successfully expanded its annual partner engagement goal from 12 to 48 (12 per quarter), focusing heavily on Oroville, Paradise, Gridley, and smaller county communities after hitting its initial target early. On the digital front, the Butte365 website is transitioning from WordPress to Craft to simplify event submissions and improve homepage ad control, with a launch planned for next month and the Artsopolis contract ending in October. Additionally, a new Meta Ads campaign integrated with HubSpot surged newsletter subscriptions from 105 in June to 559 in July (89% driven by paid ads), while the RIPE hotel booking platform will not be renewed when its contract ends September 30th.

Upcoming Campaigns & Community Outreach: For the second half of 2026, Butte365 is launching two major cultural storytelling campaigns with cross-media PR pitches: Hmong Heart of Butte County (mid-Sept to mid-Oct leading into the Oroville Hmong New Year) and Weekend of the Dead (running through October to feature Chico and Oroville festivals alongside local Dia de Muertos events). The team is actively soliciting local Hmong-owned business contacts to feature in an EBC website directory, as well as details on upcoming regional events like Gridley's Day of the Dead, AKC Kennel Club Halloween activities, and local National Night Out hostings.

Conference Takeaways: Insights from two recent industry conferences are being actively implemented. Experience from the OneWest MarTech Summit led to refreshed social media content strategies and improved Google Analytics tracking for Butte365. Meanwhile, networking at the Destinations International Annual Convention connected the team with peer DMO leaders and led to joining DI's 6 Strategies for Stronger Community Engagement committee to ensure equitable, community-first decision-making.

6.2. SPORTS DEVELOPMENT COMMITTEE UPDATE (Nichole Farley)

Update on efforts for the sports development project

No update as of now, Nichole will follow up with the AdHoc committee to meet and continue momentum on the planning.

7. 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.

Matt Reed, Butte County Fairgrounds

Butte County Fair just completed the first car show and all the feedback was positive. On August 27-30 our biggest event of the year is coming, the Butte County Fair.

Megan Kurtz, Chico State

Chico State is welcoming our incoming freshmen and students back to campus at the end of August. We are hoping to get rack cards from EBC again this year to include in packets for students and parents.

Molly Kopta, Chico Chamber

August 10, 2026 the new cancer center at Meriam Park is hosting a ribbon cutting. We are working with the City of Chico to establish the entertainment zones by September. On August 8th the city council will be voting on it.

Erik Gustafson, City of Chico

You can expect traffic and work on 20th street as we make needed construction to the roads. The entertainment zone effort is ongoing and we are working on the operational mutual and hoping it will go into effect on September 18, 2026 to bring economic vitality to Meriam Park and Downtown Chico. We just finished our applications to the state for "opportunity zones" to receive ______ from the federal government. The opportunity zone recommendations have open public comment on August 3rd. The new city manager is coming into her position soon.

Katie Simmons, Butte County

The library just shared this week that they are operating out of temporary locations while their Oroville and Chico locations undergo building upgrades. New county wide efforts are going on to get people to sign up for "Butte County Alert and Warning", we ask organizations to share it with our residents.

Megan Kurtz will add it on Chico State portal and something students must do.

Nicole Hill, Lupine Foundation

Renovations have begun at the old Collier building, plus we are moving on construction at the Windchime Park development. The coworking space at the back of Stoble is now owned by Lupine which allows us to put on more free/no barrier to entry weekend events.

Kate P, Hotel Diamond

DCBA has announced the Taste of Downtown for labor day Sunday, September 6th. Ticket prices have been lowered for 8 tastings.

Pat Macias, monca

The ridge tapestries from Nevada City from before and during the fires. It is stitchery that looks like paintings and is a magnificent thing to see in person. Art Through many Lenses is also going up soon, showcasing how artists of different abilities see and create art.

Heather Johnson, Downtown Oroville

September-November is busy for Downtown Oroville, hosting at least 2 large events a month. The city of Oroville is also exploring getting an entertainment zone in place by the end of the year. Our 3rd and 4th quarter are the busiest in downtown and the hope is to get the entertainment zone passed in time for the events in the fall and winter.

Melissa Shuster, Paradise

The chamber of commerce just completed the last Party in the Party of the season, gearing up for Johnny Appleseed Days. The Chamber has been collaborating with Burnt Barn Distillery to put on more initiated events to showcase different community efforts.

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8. ADJOURNMENT - 2:50PM

For the Period Ending July 2026

Financial Statements

Unaudited – For Management Use Only

Index:

EXPLORE BUTTE COUNTY
Summary of Financial Information
July 2026

The following summarizes the financial reports; detailed financials are attached for your review.

<u>Statement of Financial Position</u>

Assets

- Total Assets are $805,174 which is a decrease of $358,164 compared to July 2025
- Cash balance at the end of July is $703,489, which is a decrease of $202,535 compared to last year.
    - Checking accounts decreased by $141,144
    - Savings decreased by $418,982 (80.7%). (This was mostly due to a transfer for purchase of the CD's below)
    - Money Market increased by $1,713.
    - Certificate of Deposit increased by $355,878.
- Accounts Receivable $27,889 which is a decreased of $153,315 compared to last year .
- Prepaid Expenses $24,877 increased by $18,099 in comparison to last year.
- Fixed Assets decreased by $20,413 primarily due to lower accumulated depreciation and retained equipment value.

Liabilities

- Total Liabilities of $97,717 decreased by $206,912 compared to last year.
- Deferred Revenue decreased significantly by $153,433.
- Current liabilities decreased overall by $53,479 due to:
    - Accounts Payable a total of $22,367 decreased by $57,100.
    - Payroll Liabilities decreased by $2,786.
    - Accrued Salaries and Wages increased by $5,065.

Net Assets

- Total Net Assets decreased by $151,251 to $707,457.
- Unrestricted Net Assets decreased by $175,306 .
- Reserved Net Assets decreased slightly by $12,500.
- Current year Net Assets resulted in a net loss of $130,689, which an increase of $36,555 compared to the prior year.

Trend Statement of Financial Position Ratios

Operating cash (number of days of operational cash a company has on hand outside of Reserves) is 184 days at the end of July.

The Current Ratio measures a company's ability to repay short term debts with short term assets, with a ratio between 1 and 2 being ideal. With a Current Ratio of 15, assets continue to be ahead of industry standards.

The Leverage Ratio indicates how assets are financed with debt. A leverage ratio of 0 shows the organization has been able to finance assets through net assets, rather than relying on long-term debts.

Year to Date Statement of Activities

Revenue Summary

- Total Revenue is $596,139, a decrease of $181,444 compared to Budget and had an increase of $12,613 when compared to prior year.
- Program Income totaled $460,999 which was $189,651 below budget and $9,847 lower than prior year.
- The largest source of revenue was Chico Program Income, contributing $362,033 of total revenue.
- Other Income increased by $8,207 compared to budget, largely due to:
    - City of Chico Micro funding increasing by $23,661
    - Interest Income increasing by $7,539 on the CD's

Expense Summary

- Expenses ended the month at $86,017 below budget overall.
- Total Program Expenses decreased by $23,942 compared to prior year, with the YTD July being $726,828.
- Sales & Marketing Expenses decreased by $85,390 compared to budget and represented the largest expense category at $565,173.

  - Significant changes to prior year include:
    - Staff Marketing increased by $45,339
    - Website increased by $7,187
    - Printing increased by $5,522
    - Advertising decreased by $51,801
    - Marketing Contracts decreased by $15,032

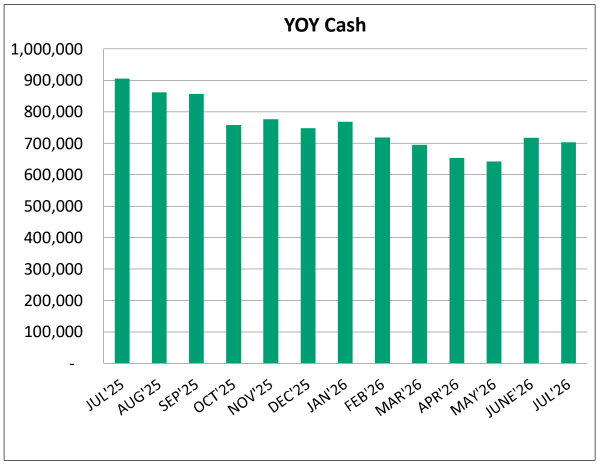
- Zone and Micro-Marketing expenses increased significantly when compared to prior year by $38,132 (160.9%) primarily from:
  - Chico Zone/Travel Chico increasing by $17,052
  - Oroville Zone increased by $12,395
- Destination Marketing Activity decreased by $41,925 compared to budget.
- Admin Expenses slightly increased by $11,815 when compared to budget.

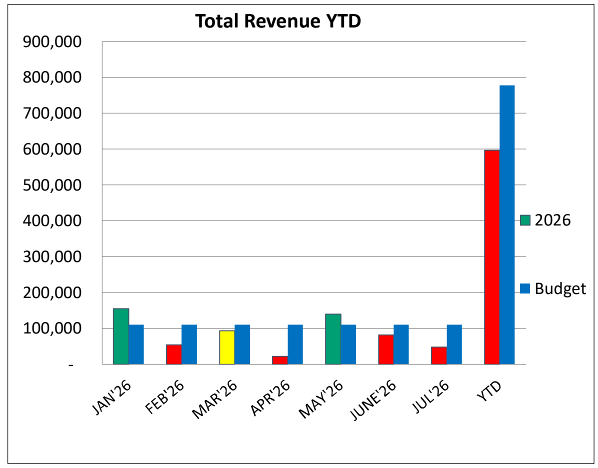
Total Change in Net Assets

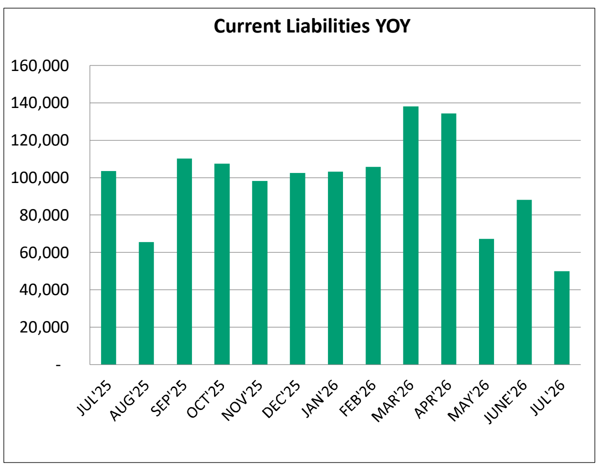
- Year-to-Date operations resulted in a net loss of $130,689.
- This was:
  - $95,427 higher than the budgeted loss of $35,263.
  - $36,555 lower than prior year's deficit of $167,244.

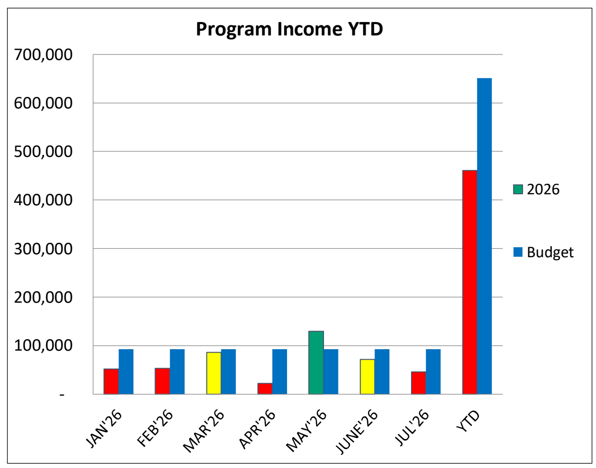
Explore Butte County
Financial Dashboard
For the period ending July 2026

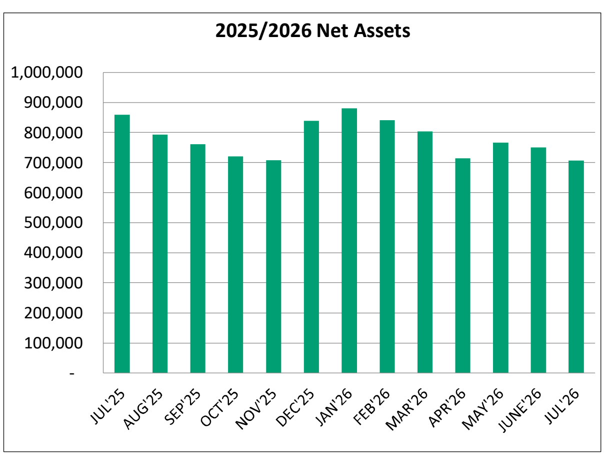
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance

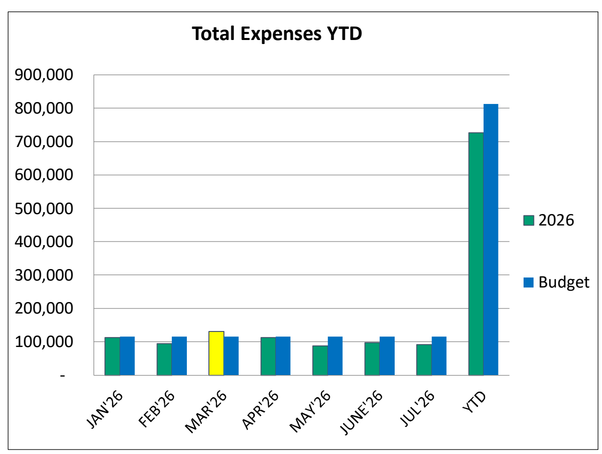


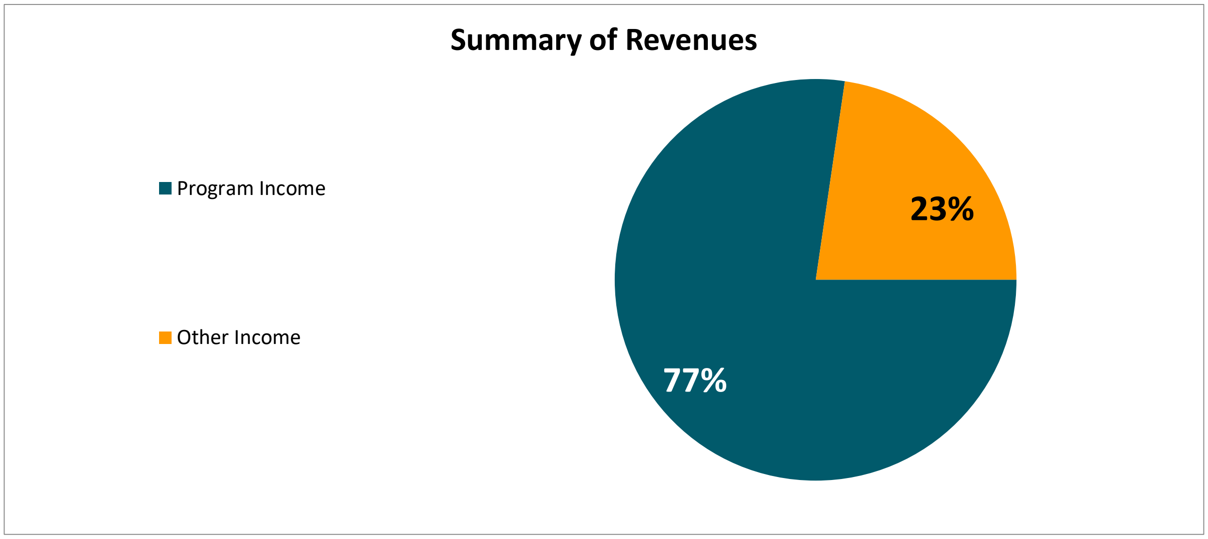


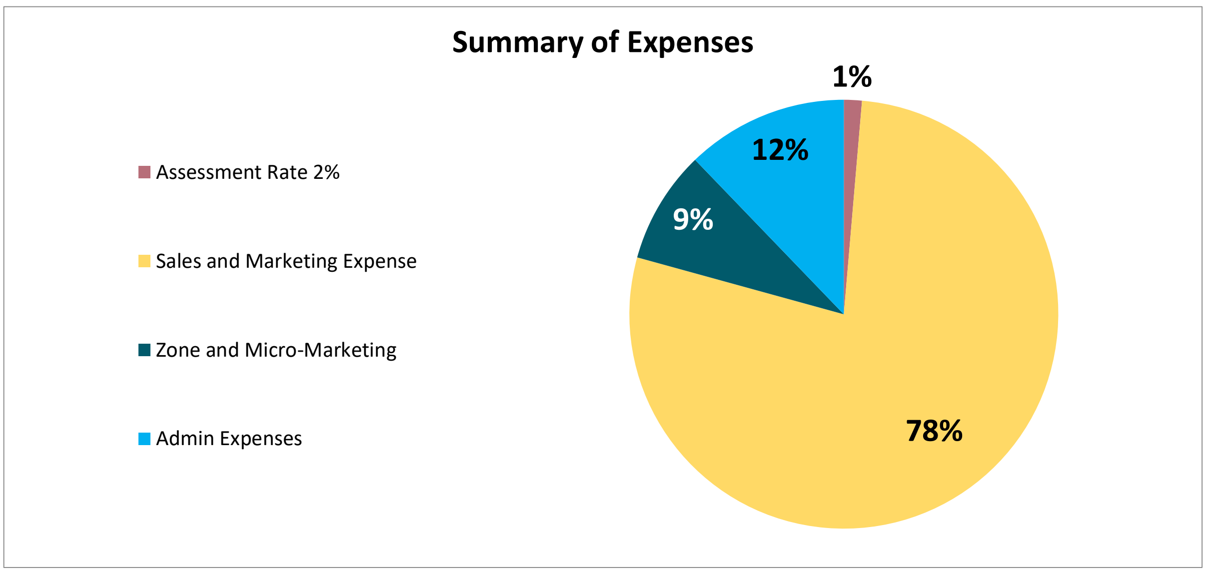


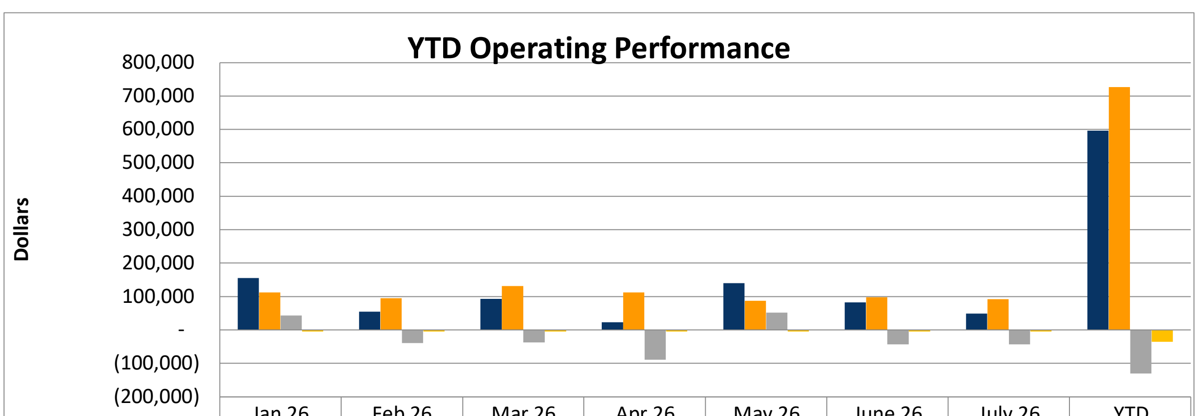












	Jan 26	Feb 26	Mar 26	Apr 26	May 26	June 26	July 26	YTD
Revenue	155,031	54,684	93,337	22,856	139,937	81,903	48,391	596,139
Expenses	112,089	94,462	131,101	112,055	87,341	97,955	91,826	726,828
Net Assets Actual	42,942	(39,778)	(37,764)	(89,199)	51,494	(43,435)	(43,435)	(130,689)
Net Assets Budget	(5,038)	(5,038)	(5,038)	(5,038)	(5,038)	(5,038)	(5,038)	(35,263)

Explore Butte County
Comparative Statement of Financial Position
For the period ending July 2026 and July 2025

	July 2026 $	July 2025 $	Variance Inc/(Dec) $	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	75,291	216,435	(141,144)	(65.2%)
Money Market	172,211	170,497	1,713	1.0%
Savings	100,109	519,091	(418,982)	(80.7%)
Certificate of Deposit	355,878	-	355,878	100.0%
Total Cash	**703,489**	**906,023**	**(202,535)**	**(22.4%)**
Accounts Receivable	27,889	181,204	(153,315)	(84.6%)
Other Assets				
Prepaid Expenses	24,877	6,778	18,099	267.0%
Total Current Assets	**756,255**	**1,094,006**	**(337,751)**	**(30.9%)**
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	97,255	97,255	-	-
Less Accumulated Depreciation	(67,972)	(47,559)	(20,413)	(42.9%)
Total Fixed Assets	**48,919**	**69,332**	**(20,413)**	**(29.4%)**
TOTAL ASSETS	**$ 805,174**	**$ 1,163,337**	**$ (358,164)**	**(30.8%)**
LIABILITIES				
Current Liabilities				
Accounts Payable	22,367	79,466	(57,100)	(71.9%)
Credit Card Payable	1,160	1,767	(607)	(34.4%)
Accrued Salaries and Wages	23,380	18,315	5,065	27.7%
Accrued Payable	2,000	51	1,949	3,835.5%
Payroll Liabilities	1,087	3,873	(2,786)	(71.9%)
Total Current Liabilities	**49,994**	**103,473**	**(53,479)**	**(51.7%)**
Deferred Revenue	47,723	201,156	(153,433)	(76.3%)
TOTAL LIABILITIES	**97,717**	**304,629**	**(206,912)**	**(67.9%)**
NET ASSETS				
Unrestricted Net Assets	429,399	604,706	(175,306)	(29.0%)
Net Assets - Reserved	408,746	421,246	(12,500)	(3.0%)
Current Year Income/(Loss)	(130,689)	(167,244)	36,555	21.9%
Total Net Assets	**707,457**	**858,708**	**(151,251)**	**(17.6%)**
TOTAL LIABILITIES & NET ASSETS	**$ 805,174**	**$ 1,163,337**	**$ (358,164)**	**(30.8%)**

Explore Butte County

Statement of Financial Position Ratios

For the period ending July 2026

	July 2025	August 2025	September 2025	October 2025	November 2025	December 2025	January 2026	February 2026	March 2026	April 2026	May 2026	June 2026	July 2026
Cash [1]	218.15	207.40	206.21	182.70	187.00	179.96	201.41	188.28	182.00	171.01	168.16	188.29	184.27
Current Ratio [2]	10.57	15.26	9.30	9.24	9.98	9.54	9.02	8.51	6.57	6.09	12.18	9.46	15.13
Leverage [3]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

1 Operating Cash = Cash/Daily Expenses. Indicates how many days a company can survive without additional cash.

2 Current Ratio = Current Assets/Current Liabilities. Measures a company's ability to repay short term debts with short term assets.
A ratio between 1 and 2 is ideal, with a high number indicating greater ability to repay short term debt.

3 Leverage = Long Term Liabilities/Total Net Assets. Indicates how assets are financed.
A lower number indicates that assets are financed through savings/net assets
while a higher number indicates that assets are financed through debt and puts the company at greater risk of default on its obligations.

Explore Butte County
Year-to-Date Comparative Statement of Activities
For the period ending July 2026

	July 2026 YTD - ACTUALS		July 2026 YTD - BUDGET		VARIANCE TO BUDGET		July 2025 YTD - ACTUALS		Jul '26 TO Jul '25 ACTUALS VARIANCE	
	$	%	$	%	$	%	$	%	$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	1,227	0.2%	7,875	1.0%	(6,648)	(84.4%)	2,278	0.4%	(1,051)	(46.1%)
Chico	362,033	60.7%	525,000	67.5%	(162,967)	(31.0%)	382,050	65.5%	(20,017)	(5.2%)
Gridley	3,196	0.5%	5,775	0.7%	(2,579)	(44.7%)	6,807	1.2%	(3,611)	(53.1%)
Oroville	89,237	15.0%	94,500	12.2%	(5,263)	(5.6%)	67,174	11.5%	22,063	32.8%
Paradise	5,305	0.9%	17,500	2.3%	(12,195)	(69.7%)	12,537	2.1%	(7,231)	(57.7%)
Sub-Total Program Income	460,999	77.3%	650,650	83.7%	(189,651)	(29.1%)	470,845	80.7%	(9,847)	(2.1%)
Other Income										
Interest Income	7,539	1.3%	-	-	7,539	100.0%	4,871	0.8%	2,668	54.8%
Butte County - Microfunding	916	0.2%	1,750	0.2%	(834)	(47.6%)	224	-	692	309.5%
City of Chico - Microfunding	93,661	15.7%	70,000	9.0%	23,661	33.8%	50,531	8.7%	43,130	85.4%
City of Oroville - Microfunding	14,454	2.4%	15,750	2.0%	(1,296)	(8.2%)	12,294	2.1%	2,160	17.6%
Town of Paradise - Microfunding	2,986	0.5%	4,083	0.5%	(1,098)	(26.9%)	4,708	0.8%	(1,723)	(36.6%)
Cooperative Program Funding	14,570	2.4%	34,183	4.4%	(19,613)	(57.4%)	1,250	0.2%	13,320	1,065.6%
City of Gridley - Microfunding	1,014	0.2%	1,167	0.2%	(152)	(13.1%)	92	-	923	1,008.7%
Other Income	-	-	-	-	-	-	38,711	6.6%	(38,711)	(100.0%)
Sub-Total Other Income	135,141	22.7%	126,933	16.3%	8,207	6.5%	112,681	19.3%	22,460	19.9%
TOTAL REVENUE	**596,139**	**100.0%**	**777,583**	**100.0%**	**(181,444)**	**(23.3%)**	**583,526**	**100.0%**	**12,613**	**2.2%**
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	27	-	175	-	(148)	(84.5%)	51	-	(23)	(46.1%)
2% Fee - Chico	8,027	1.3%	11,667	1.5%	(3,639)	(31.2%)	8,471	1.5%	(444)	(5.2%)
2% Fee - Gridley	71	-	128	-	(57)	(44.8%)	151	-	(80)	(53.1%)
2% Fee - Oroville	1,479	0.2%	2,100	0.3%	(621)	(29.6%)	1,489	0.3%	(11)	(0.7%)
2% Fee - Paradise	119	-	583	0.1%	(464)	(79.6%)	278	-	(159)	(57.2%)
Sub-total Assessment Rate 2%	9,723	1.6%	14,653	1.9%	(4,930)	(33.6%)	10,440	1.8%	(717)	(6.9%)
Sales and Marketing Expense										
Advertising	88,105	14.8%	105,933	13.6%	(17,828)	(16.8%)	139,906	24.0%	(51,801)	(37.0%)
Conferences	20,903	3.5%	24,063	3.1%	(3,160)	(13.1%)	23,106	4.0%	(2,203)	(9.5%)
Creative Services	78,830	13.2%	78,750	10.1%	80	0.1%	76,408	13.1%	2,422	3.2%
Dues and Memberships	4,862	0.8%	5,833	0.8%	(971)	(16.7%)	6,347	1.1%	(1,485)	(23.4%)
Marketing Contracts	77,747	13.0%	82,250	10.6%	(4,503)	(5.5%)	92,779	15.9%	(15,032)	(16.2%)
Meals	541	0.1%	700	0.1%	(159)	(22.7%)	689	0.1%	(148)	(21.5%)
Postage	1,732	0.3%	1,750	0.2%	(18)	(1.0%)	2,542	0.4%	(810)	(31.9%)
Printing	10,796	1.8%	12,833	1.7%	(2,038)	(15.9%)	5,273	0.9%	5,522	104.7%
Public Relations	3,513	0.6%	4,375	0.6%	(862)	(19.7%)	924	0.2%	2,589	280.2%
Rent	2,745	0.5%	1,750	0.2%	995	56.9%	2,410	0.4%	335	13.9%
Sales and Marketing Exp. - Other	12	-	700	0.1%	(688)	(98.3%)	114	-	(102)	(89.5%)
Hospitality for Hospitality	523	0.1%	1,167	0.2%	(644)	(55.2%)	160	-	363	226.7%
Sponsorship Marketing	3,500	0.6%	2,917	0.4%	583	20.0%	2,000	0.3%	1,500	75.0%
Travel Trader & Consumer Market Show	11,067	1.9%	5,833	0.8%	5,233	89.7%	5,778	1.0%	5,289	91.5%
Staff-Marketing	219,086	36.8%	251,417	32.3%	(32,331)	(12.9%)	173,747	29.8%	45,339	26.1%
Vehicle Maintenance	2,691	0.5%	4,375	0.6%	(1,684)	(38.5%)	8,622	1.5%	(5,930)	(68.8%)
Website	38,520	6.5%	65,217	8.4%	(26,696)	(40.9%)	31,334	5.4%	7,187	22.9%
Sub-Total Sales and Marketing Expense	565,173	94.8%	650,563	83.7%	(85,390)	(13.1%)	572,139	98.0%	(6,966)	(1.2%)
Destination Marketing Activity										
Destination Management Plan	-	-	40,833	5.3%	(40,833)	(100.0%)	40,000	6.9%	(40,000)	(100.0%)
Butte County Film Commission	1,075	0.2%	1,400	0.2%	(325)	(23.2%)	16,930	2.9%	(15,855)	(93.7%)
Innovation & Experimental Programs	400	0.1%	1,167	0.2%	(767)	(65.7%)	-	-	400	100.0%
Sub-Total Destination Marketing Activity	1,475	0.2%	43,400	5.6%	(41,925)	(96.6%)	56,930	9.8%	(55,455)	(97.4%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	18,311	3.1%	11,667	1.5%	6,645	57.0%	1,260	0.2%	17,052	1,353.6%
Paradise Zone	6,000	1.0%	4,083	0.5%	1,917	46.9%	315	0.1%	5,685	1,804.8%
Oroville Zone	34,517	5.8%	8,750	1.1%	25,767	294.5%	22,123	3.8%	12,395	56.0%
Other Zone	-	-	1,750	0.2%	(1,750)	(100.0%)	-	-	-	-
County	1,000	0.2%	-	-	1,000	100.0%	-	-	1,000	100.0%
Gridley/ Biggs Zone	2,000	0.3%	1,167	0.2%	833	71.4%	-	-	2,000	100.0%
Sub-Total Zone and Micro-Marketing	61,829	10.4%	27,417	3.5%	34,412	125.5%	23,697	4.1%	38,132	160.9%
Admin Expenses										
Advertising	65	-	292	-	(227)	(77.8%)	498	0.1%	(433)	(87.0%)
Bank fees	25	-	70	-	(45)	(64.3%)	-	-	25	100.0%
Conference, Convention, Meeting	6,276	1.1%	4,083	0.5%	2,193	53.7%	4,985	0.9%	1,291	25.9%
Depreciation	11,860	2.0%	-	-	11,860	100.0%	16,416	2.8%	(4,556)	(27.8%)
Filing fees/ taxes	-	-	2,333	0.3%	(2,333)	(100.0%)	-	-	-	-
General Administration	404	0.1%	4,083	0.5%	(3,680)	(90.1%)	210	-	194	92.2%
Insurance	1,870	0.3%	1,458	0.2%	412	28.3%	1,765	0.3%	105	5.9%
Meals	938	0.2%	700	0.1%	238	34.0%	665	0.1%	273	41.1%
Office supplies	2,309	0.4%	1,750	0.2%	559	32.0%	1,839	0.3%	471	25.6%
Postage	36	-	583	0.1%	(547)	(93.8%)	558	0.1%	(522)	(93.5%)
Printing and Copying	-	-	350	-	(350)	(100.0%)	1,292	0.2%	(1,292)	(100.0%)
Professional fees - Accounting	29,168	4.9%	23,333	3.0%	5,835	25.0%	22,744	3.9%	6,424	28.2%
Professional fees - Legal	-	-	1,750	0.2%	(1,750)	(100.0%)	5,220	0.9%	(5,220)	(100.0%)
Professional fees - Human Resources	3,893	0.7%	3,792	0.5%	102	2.7%	3,805	0.7%	89	2.3%
Rent/ Office Space	4,200	0.7%	5,250	0.7%	(1,050)	(20.0%)	3,850	0.7%	350	9.1%
401k Administration	1,514	0.3%	875	0.1%	639	73.0%	825	0.1%	689	83.5%
Staffing - Admin	22,253	3.7%	22,639	2.9%	(386)	(1.7%)	19,305	3.3%	2,948	15.3%
Subscriptions	1,852	0.3%	875	0.1%	977	111.7%	1,176	0.2%	676	57.5%
Telephone, Telecommunications	1,563	0.3%	1,400	0.2%	163	11.7%	1,159	0.2%	405	34.9%
Travel	401	0.1%	1,050	0.1%	(649)	(61.8%)	1,252	0.2%	(851)	(68.0%)
Admin Expense- Other	-	-	146	-	(146)	(100.0%)	-	-	-	-
Sub-Total Admin Expenses	88,629	14.9%	76,813	9.9%	11,815	15.4%	87,564	15.0%	1,065	1.2%
TOTAL PROGRAM EXPENSES	**726,828**	**121.9%**	**812,846**	104.5%	**(86,017)**	**(10.6%)**	**750,770**	**128.7%**	**(23,942)**	**(3.2%)**
CHANGE IN NET ASSETS	**$ (130,689)**	**(21.9%)**	**$ (35,263)**	**(4.5%)**	**$ (95,427)**	**(270.6%)**	**$ (167,244)**	**(28.7%)**	**$ 36,555**	**21.9%**

Explore Butte County
Statement of Functional Expenses
For the period ending July 2026

	TBID Program	Prior Year Reserved	Cooperative	Total - MicroFunding	Travel Chico ARPA	TOTAL
REVENUES & OTHER SUPPORT:						
Program Income						
Butte County	1,227	-	-	-	-	1,227
Chico	362,033	-	-	-	-	362,033
Gridley	3,196	-	-	-	-	3,196
Oroville	89,237	-	-	-	-	89,237
Paradise	5,305	-	-	-	-	5,305
Sub-Total Program Income	460,999	-	-	-	-	460,999
Other Income						
Interest Income	7,539	-	-	-	-	7,539
Butte County - Microfunding	-	-	-	916	-	916
City of Chico - Microfunding	-	-	-	78,661	15,000	93,661
City of Oroville - Microfunding	-	-	-	14,454	-	14,454
Town of Paradise - Microfunding	-	-	-	2,986	-	2,986
Cooperative Program Funding	-	-	14,570	-	-	14,570
City of Gridley - Microfunding	-	-		1,014	-	1,014
Sub-Total Other Income	7,539	-	14,570	98,031	15,000	135,141
TOTAL REVENUE	**468,538**	**-**	**14,570**	**98,031**	**15,000**	**596,139**
PROGRAM EXPENSES:						
Assessment Rate 2%						
2% Fee - Butte County	27	-	-	-	-	27
2% Fee - Chico	8,027	-	-	-	-	8,027
2% Fee - Gridley	71	-	-	-	-	71
2% Fee - Oroville	1,479	-	-	-	-	1,479
2% Fee - Paradise	119	-	-	-	-	119
Sub-total Assessment Rate 2%	9,723	-	-	-	-	9,723
Sales and Marketing Expense						
Advertising	79,079	-	2,426	-	6,600	88,105
Conferences	18,282	-	-	-	2,621	20,903
Creative Services	73,666	-	-	-	5,164	78,830
Dues and Memberships	4,847	-	-	-	15	4,862
Marketing Contracts	77,747	-	-	-	-	77,747
Meals	541	-	-	-	-	541
Postage	1,732	-	-	-	-	1,732
Printing	10,796	-	-	-	-	10,796
Public Relations	3,513	-	-	-	-	3,513
Sales and Marketing Exp. - Other	12	-	-	-	-	12
Hospitality for Hospitality	523	-	-	-	-	523
Rent/Office Space	2,745	-	-	-	-	2,745
SponsorShip Marketing	3,500	-	-	-	-	3,500
Travel Trader& Consumer Market Show	11,067	-	-	-	-	11,067
Staff-Marketing	217,855	1,231	-	-	-	219,086
Vehicle Maintenance	2,691	-	-	-	-	2,691
Website	30,520	-	6,200	-	1,800	38,520
Sub-Total Sales and Marketing Expense	539,116	1,231	8,626	-	16,200	565,173
Destination Marketing Activity						
Butte County Film Commission	1,075	-	-	-	-	1,075
Innovation & Experimental Programs	400	-	-	-	-	400
Sub-Total Destination Marketing Activity	1,475	-	-	-	-	1,475
Zone and Micro-Marketing						
Outside Contract Services	-	-	-	-	-	-
Chico Zone/Travel Chico	-	-	-	-	18,311	18,311
Paradise Zone	-	-	-	6,000	-	6,000
Oroville Zone	156	-	-	34,362	-	34,517
County	-	-	-	1,000	-	1,000
Gridley/ Biggs Zone	-	-	-	2,000	-	2,000
Sub-Total Zone and Micro-Marketing	156	-	-	43,362	18,311	61,829
Admin Expenses						
Advertising	65	-	-	-	-	65
Bank fees	25	-	-	-	-	25
Conference, Convention, Meeting	6,276	-	-	-	-	6,276
Depreciation	11,860	-	-	-	-	11,860
General Administration	404	-	-	-	-	404
Insurance	1,870	-	-	-	-	1,870
Meals	938	-	-	-	-	938
Office supplies	2,178	-	-	-	131	2,309
Postage	36	-	-	-		36
Professional fees - Accounting	29,168	-	-	-	-	29,168
Professional fees - Human Resources	3,893	-	-	-	-	3,893
Rent/ Office Space	4,200	-	-	-	-	4,200
401k Administration	1,514	-	-	-	-	1,514
Staffing - Admin	22,117	137	-	-	-	22,253
Subscriptions	1,852	-	-	-	-	1,852
Telephone, Telecommunications	1,563	-	-	-	-	1,563
Travel	401	-	-	-	-	401
Sub-Total Admin Expenses	88,361	137	-	-	131	88,629
TOTAL PROGRAM EXPENSES	**638,830**	**1,368**	**8,626**	**43,362**	**34,642**	**726,828**
NET INCOME/(NET LOSS)	**$ (170,292)**	**$ (1,368)**	**$ 5,944**	**$ 54,670**	**$ (19,642)**	**$(130,689)**

Explore Butte County
Journal Entries for Month - copy
July 2026

	Transaction date	Transaction type	Num	Description	Distribution account number	Account Name	Debit	Credit
9679								
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		9,673.99
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		1,074.89
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg		751.10
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin		83.46
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k		360.04
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K		40.00
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		897.48
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		99.72
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	6470	and Vision		36.04
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		4.00
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	7350	7000 Administration:7350 Professional Fees - Human Resources		230.77
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	2410	2410 Retirement plan liability	942.31	
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	2400	2400 Payroll Liabilities	350.61	
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	2400	2400 Payroll Liabilities	20.46	
	07/01/2026	Journal Entry	06302026R	Payroll for the period 06/14/2026 - 06/27/2026	2230	2230 Accrued Payable	11,938.11	
Total for 9679							**$13,251.49**	**$13,251.49**
9685								
	07/01/2026	Journal Entry	06302026R	To Accrue the payroll for the period 06/29/2026 to 06/30/2026(2days)	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		1,934.80
	07/01/2026	Journal Entry	06302026R	To Accrue the payroll for the period 06/29/2026 to 06/30/2026(2days)	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		214.98
	07/01/2026	Journal Entry	06302026R		2200	2200 Accrued Payroll	2,149.78	
Total for 9685							**$2,149.78**	**$2,149.78**
9687								
	07/01/2026	Journal Entry	06302026R	June Accounting Fees - Accrual	7330	7000 Administration:7330 Professional fees - Accounting		2,000.00
	07/01/2026	Journal Entry	06302026R	June Accounting Fees - Accrual	2230	2230 Accrued Payable	2,000.00	
Total for 9687							**$2,000.00**	**$2,000.00**
9697								
	07/01/2026	Journal Entry	07012026	To remove May liability	2400	2400 Payroll Liabilities	4,283.79	
	07/01/2026	Journal Entry	07012026	To remove May liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		3,567.81
	07/01/2026	Journal Entry	07012026	To remove May liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		396.42
	07/01/2026	Journal Entry	07012026	To remove May liability	6470	and Vision		287.61
	07/01/2026	Journal Entry	07012026	To remove May liability	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		31.95
Total for 9697							**$4,283.79**	**$4,283.79**
9701								
	07/01/2026	Journal Entry	07012026	To remove June liability	2400	2400 Payroll Liabilities	1,427.93	
	07/01/2026	Journal Entry	07012026	To remove June liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		1,189.27
	07/01/2026	Journal Entry	07012026	To remove June liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		132.14
	07/01/2026	Journal Entry	07012026	To remove June liability	6470	and Vision		95.87
	07/01/2026	Journal Entry	07012026	To remove June liability	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		10.65
Total for 9701							**$1,427.93**	**$1,427.93**
9716								
	07/01/2026	Journal Entry	07312027	To move verification to expens GOOGLE ACCTVERIFY	7500	7000 Administration:7500 Subscriptions	0.12	
	07/01/2026	Journal Entry	07312027	To move verification to expens GOOGLE ACCTVERIFY	7500	7000 Administration:7500 Subscriptions	0.04	
	07/01/2026	Journal Entry	07312027	To move verification to expens GOOGLE ACCTVERIFY	4880	4800 Other Types of Income:4880 Miscellaneous Income		0.12
	07/01/2026	Journal Entry	07312027	To move verification to expens GOOGLE ACCTVERIFY	4880	4800 Other Types of Income:4880 Miscellaneous Income		0.04
Total for 9716							**$0.16**	**$0.16**
9680								
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	9,673.99	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,074.89	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	751.10	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	83.46	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	360.04	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	40.00	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	897.48	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	99.72	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	6470	and Vision	36.04	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	4.00	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	230.77	
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	2410	2410 Retirement plan liability		1,391.64
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	2400	2400 Payroll Liabilities		997.20
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	2400	2400 Payroll Liabilities		86.06
	07/02/2026	Journal Entry	07022026	Payroll for the period 06/14/2026 - 06/27/2026	1010	1010 GVB Checking #7188		10,776.59
Total for 9680							**$13,251.49**	**$13,251.49**
9694								
	07/02/2026	Journal Entry	07022026	To remove the liability	2400	2400 Payroll Liabilities	1,083.26	
	07/02/2026	Journal Entry	07022026	To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		897.48
	07/02/2026	Journal Entry	07022026	To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		99.72
	07/02/2026	Journal Entry	07022026	To remove the liability	6470	and Vision		77.45
	07/02/2026	Journal Entry	07022026	To remove the liability	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		8.61
Total for 9694							**$1,083.26**	**$1,083.26**
9682								
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	9,708.17	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,078.69	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	754.76	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	83.86	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	360.04	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	40.00	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	897.48	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	99.72	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	6470	and Vision	36.04	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	4.00	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	242.32	
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	2410	2410 Retirement plan liability		1,391.64

	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	2400	2400 Payroll Liabilities		997.20
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	2400	2400 Payroll Liabilities		86.06
	07/16/2026	Journal Entry	07162026	Payroll for the period 06/28/2026 - 07/11/2026	1010	1010 GVB Checking #7188		10,830.18
Total for 9682							**$13,305.08**	**$13,305.08**
9698								
	07/16/2026	Journal Entry	07162026	To remove the liability	2400	2400 Payroll Liabilities	1,083.26	
	07/16/2026	Journal Entry	07162026	To remove the liability	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance		897.48
	07/16/2026	Journal Entry	07162026	To remove the liability	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance		99.72
	07/16/2026	Journal Entry	07162026	To remove the liability	6470	and Vision		77.45
	07/16/2026	Journal Entry	07162026	To remove the liability	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision		8.61
Total for 9698							**$1,083.26**	**$1,083.26**
9684								
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	9,662.98	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,073.66	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	754.48	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	83.83	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	358.20	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	39.80	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	$0.00	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	$0.00	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	6470	and Vision	$0.00	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	$0.00	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	242.32	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	2410	2410 Retirement plan liability		1,389.60
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	2400	2400 Payroll Liabilities	$0.00	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	2400	2400 Payroll Liabilities	$0.00	
	07/30/2026	Journal Entry	07302026	Payroll for the period 07/12/2026 - 07/25/2026	1010	1010 GVB Checking #7188		10,825.67
Total for 9684							**$12,215.27**	**$12,215.27**
9686								
	07/31/2026	Journal Entry	07312026	To Accrue the payroll for the period 07/26/2026 to 07/31/2026(5days)	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	4,831.49	
	07/31/2026	Journal Entry	07312026	To Accrue the payroll for the period 07/26/2026 to 07/31/2026(5days)	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	536.83	
	07/31/2026	Journal Entry	07312026		2200	2200 Accrued Payroll		5,368.32
Total for 9686							**$5,368.32**	**$5,368.32**
9688								
	07/31/2026	Journal Entry	07312026	July Accounting Fees - Accrual	7330	7000 Administration:7330 Professional fees - Accounting	2,000.00	
	07/31/2026	Journal Entry	07312026	July Accounting Fees - Accrual	2230	2230 Accrued Payable		2,000.00
Total for 9688							**$2,000.00**	**$2,000.00**
9691								
	07/31/2026	Journal Entry	07312026	To record depreciation expense for July 2026	7045	7000 Administration:7045 Depreciation expense	1,691.64	
	07/31/2026	Journal Entry	07312026	To record depreciation expense for July 2026	1600	1600 Accumulated depreciation		1,691.64
Total for 9691							**$1,691.64**	**$1,691.64**
9706								
	07/31/2026	Journal Entry	07312026	(2026-27) (GL 6140 - 1)	6140	6000 Sales and Marketing Expense:6100 Marketing Contracts:6140 Digital Asset Management	602.08	
	07/31/2026	Journal Entry	07312026	Convention - July 21-23 GL#6032	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	855.60	
	07/31/2026	Journal Entry	07312026	Vehicle / Van Expenses - Jan 8, 2026 - Jul 8, 2026	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	91.86	
	07/31/2026	Journal Entry	07312026	CalTravel, this is the DI 2026 Annual Convention - July 21-2: #GL6032	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	1,195.00	
	07/31/2026	Journal Entry	07312026	CalTravel, this is the DI 2026 Annual Convention - July 21-2: #GL6032	6032	6000 Sales and Marketing Expense:6030 Conferences:6032 Destiation Intern. Annual Conv.	1,195.00	
	07/31/2026	Journal Entry	07312026	06/30/2026 GL 6750	6750	6000 Sales and Marketing Expense:6700 Website:6750 Hubspot	2,065.00	
	07/31/2026	Journal Entry	07312026	07/01/2026 to 06/30/2027 | GL 6070-1	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	41.67	
	07/31/2026	Journal Entry	07312026	To expenses July 2026 Prepaid	1400	1400 Prepaid Expenses		6,046.21
Total for 9706							**$6,046.21**	**$6,046.21**
TOTAL							**$79,157.68**	**$79,157.68**

Explore Butte County

2105 Divvy - Nichole #1688, Period Ending 07/31/2026

RECONCILIATION REPORT

Reconciled on: 08/17/2026

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary	USD
Statement beginning balance	3,920.32
Charges and cash advances cleared (52)	7,878.56
Payments and credits cleared (5)	-10,638.71
Statement ending balance	1,160.17
Register balance as of 07/31/2026	1,160.17

Details

Charges and cash advances cleared (52)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/01/2026	Expense	6E623E91E38FF8F20FC98	Facebook	500.00
07/01/2026	Expense	C64B4F704D0037A8D2BCA	STOBLE WORKPLACE	150.00
07/01/2026	Expense	FBFFBF637CF7D302AD71D	STOBLE WORKPLACE	35.00
07/01/2026	Expense	CBE557B327099DA82BFA6	GOOGLE WORKSPACE EXP…	218.40
07/01/2026	Expense	8E33EA545D734B91DB83D	CRAFT	177.00
07/02/2026	Expense	10237664753BF2F5C27A9	SKYWAY SELF STORAGE VI…	193.00
07/02/2026	Expense	F56A9FEEC02BEB447A12F	PROGRESSIVE	686.38
07/02/2026	Expense	BAB2D1A5383561C241BF1	GOOGLE ADS	473.49
07/02/2026	Expense	8F01899A988292E8BEEFF	SILVER DOLLAR SPEE	6.20
07/08/2026	Expense	81C88F764743FC4EC7803	FARMERS BREWING ME	65.00
07/08/2026	Expense	DEBB84AE4CBC866EB9AD2	CHICOCHAMB	10.00
07/09/2026	Expense	542EFF9CEB71004215B99	Southwest Airlines	46.00
07/09/2026	Expense	24DA7FD2F23CAE66DCC84	Southwest Airlines	102.40
07/10/2026	Expense	4D6717074389479E05FFB	Cloudflare	25.00
07/13/2026	Expense	E274245ED9AA9FB52871A	INTUIT QUICKBOOKS	115.00
07/14/2026	Expense	25165A0485D8B804C1897	CALIFO	1,199.00
07/14/2026	Expense	84B90EB1E4B78F9AA1356	GOOGLE FI WIRELESS	110.23
07/14/2026	Expense	674B2A8671FB00285C99C	Target	109.24
07/14/2026	Expense	5A641D60FA23D8168E00F	ALI BABA	39.28
07/14/2026	Expense	71894AA234C43EBE61C74	CHICO	20.00
07/15/2026	Expense	3362684F871ECDC6DE346	CANVA	225.03
07/16/2026	Expense	DCBF946D0A90821990DD4	CREXENDO	192.89
07/17/2026	Expense	30DB4B60C00A8D3F3AB34	SURF THRU OROVILLE	32.99
07/17/2026	Expense	0124529ABBAFC6B6CEE5F	UNION COFFEE CLUB	17.39
07/18/2026	Expense	8B45F19C55FFFC6CBF997	COSTCO GAS	30.94
07/18/2026	Expense	1EF154A3ED5E6FD145449	Our Town Pizzeria	13.35
07/21/2026	Expense	D31CE18916EE07E743555	Facebook	9.50
07/22/2026	Expense	8CCA030293F7225FCA562	LSU METROPOLITAN TAVER	66.00
07/22/2026	Expense	1E836D7915C0654E6D9F2	DAYCAMP COFFEE	8.87
07/23/2026	Expense	6333198E8F2F3A5829FDE	Facebook	100.00
07/23/2026	Expense	B1BD41E28BCD9BE525349	EQUILATERAL COFFEE	6.60
07/23/2026	Expense	66995AE3B38D3C6990757	HYATT REGENCY HOTEL	20.87
07/23/2026	Expense	0D681934511244249ECF3	COURTYARD LLOYD	4.00
07/24/2026	Expense	C6A9BD7074E682F6D8DE7	ROSELINE COFFEE	18.98
07/24/2026	Expense	C89E5E7622AE369238C5C	LEVY RESTAURANTS	9.78
07/24/2026	Expense	A05B451588BD5570D1983	LEVY RESTAURANTS	9.78
07/25/2026	Expense	5FC87436131AF8126F8E9	COURTYARD LLOYD	759.35
07/25/2026	Expense	D2046EC1A31031E67E859	AMAZON	53.10
07/25/2026	Expense	27351FC3D01A4BA194701	SACCODEPTOFAIRPTECOM	48.50
07/25/2026	Expense	CD0AED99F2C4162661A8C	TIME ARCADE II	20.50
07/25/2026	Expense	9B3591CAA0E43980CBD05	CASA LUPE MARKET MARKET	1.20
07/25/2026	Expense	8C0AE1D3612391F667FF0	COURTYARD LLOYD	788.15

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/28/2026	Expense	B475D4BF08EF549F3901E	GRANOLA INC	14.00
07/28/2026	Expense	EFAEBBAD090E00310C018	BILL	309.30
07/28/2026	Expense	32FD4B840EC0226922B35	Facebook	52.58
07/28/2026	Expense	90DACFEC864FC554D763A	Facebook	34.83
07/31/2026	Expense	AC270FD293A2F4A72E996	JERSEY MIKE'S SUBS	197.25
07/31/2026	Expense	F42EF49106371011E5AB6	JERSEY MIKE'S SUBS	11.25
07/31/2026	Expense	DC0EEA81277AA8B3D5844	Facebook	434.74
07/31/2026	Expense	60AE683AB2382935D72BC	Safeway	33.45
07/31/2026	Expense	6C69CF06CC06673620EE2	SAFEWAY FUEL	63.04
07/31/2026	Expense	To print	Madison Bear Garden	9.73
Total				7,878.56

Payments and credits cleared (5)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/29/2026	Expense		Divvy	-3,168.38
07/06/2026	Expense		Divvy	-3,191.41
07/13/2026	Expense		Divvy	-248.40
07/20/2026	Expense		Divvy	-2,105.34
07/27/2026	Expense		Divvy	-1,925.18
Total				-10,638.71

Explore Butte County

1010 GVB Checking #7188, Period Ending 07/31/2026

RECONCILIATION REPORT

Reconciled on: 08/24/2026

Reconciled by: jhart@cfobydesigntx.com

Any changes made to transactions after this date aren't included in this report.

Summary USD

Statement beginning balance	84,923.33
Checks and payments cleared (32)	-164,175.20
Deposits and other credits cleared (8)	130,131.83
Statement ending balance	50,879.96

Uncleared transactions as of 07/31/2026	24,411.31
Register balance as of 07/31/2026	75,291.27
Cleared transactions after 07/31/2026	0.00
Uncleared transactions after 07/31/2026	4,616.40
Register balance as of 08/24/2026	79,907.67

Details

Checks and payments cleared (32)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/01/2026	Expense		HUBSPOT INC	-6,195.00
07/01/2026	Transfer			-20,000.00
07/02/2026	Bill Payment	4193	CFO by design	-2,000.00
07/02/2026	Bill Payment		Nick Woodard	-350.00
07/02/2026	Journal	07022026		-10,776.59
07/02/2026	Bill Payment	4194	Ripe, Inc	-1,000.00
07/02/2026	Bill Payment		Madden Media	-22,916.67
07/02/2026	Bill Payment		Langlers WebWorks	-200.00
07/02/2026	Bill Payment		Langlers WebWorks	-1,200.00
07/02/2026	Bill Payment		Langlers WebWorks	-200.00
07/02/2026	Bill Payment		UCEF	-1,000.00
07/03/2026	Expense		Humana, Inc.	-213.03
07/06/2026	Expense		BETTERMENT	-1,391.64
07/06/2026	Expense		Divvy	-3,191.41
07/13/2026	Expense		Divvy	-248.40
07/16/2026	Journal	07162026		-10,830.18
07/20/2026	Expense		Divvy	-2,105.34
07/20/2026	Expense		BETTERMENT	-1,391.64
07/27/2026	Expense		Divvy	-1,925.18
07/27/2026	Expense			-1,376.01
07/27/2026	Expense		The Hartford	-103.79
07/28/2026	Bill Payment		Butte County Association of G…	-550.00
07/29/2026	Transfer			-15,000.00
07/29/2026	Bill Payment		Ripe, Inc	-1,000.00
07/30/2026	Bill Payment		National Travel Center	-16,000.00
07/30/2026	Bill Payment		CliftonLarsonAllen LLP	-7,455.00
07/30/2026	Bill Payment		fathers house restoration mini…	-1,000.00
07/30/2026	Journal	07302026		-10,825.67
07/30/2026	Bill Payment		California Travel Association	-500.00
07/30/2026	Bill Payment		Madden Media	-22,916.67
07/31/2026	Expense		BILL.COM	-197.98
07/31/2026	Expense		BILL.COM	-115.00
Total				-164,175.20

Deposits and other credits cleared (8)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/08/2026	Receive Payment	981350	City of Gridley - TBID Assess…	1,381.09

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/08/2026	Receive Payment	R26070702 - 8431952	Chico Art Center.	200.00
07/16/2026	Transfer			15,000.00
07/20/2026	Receive Payment	818475	Butte County - TBID Assessm…	629.56
07/20/2026	Receive Payment	23814	City of Oroville - TBID Assess…	11,224.08
07/20/2026	Receive Payment	052205	City of Chico - Travel Chico	7,500.00
07/28/2026	Receive Payment	100155	City of Chico - TBID Assessment	86,697.10
07/28/2026	Receive Payment	0052290	City of Chico - Travel Chico	7,500.00
Total				130,131.83

Additional Information

Uncleared checks and payments as of 07/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
12/31/2025	Journal	AJE12312025		-1,600.00
Total				-1,600.00

Uncleared deposits and other credits as of 07/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/15/2026	Receive Payment	23601	City of Oroville - TBID Assess…	11,443.67
06/15/2026	Receive Payment	23601	City of Oroville - TBID Assess…	3,994.39
06/15/2026	Receive Payment	23601	City of Oroville - TBID Assess…	10,573.25
Total				26,011.31

Uncleared checks and payments after 07/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
08/11/2026	Bill Payment		Ripe, Inc	-1,000.00
08/11/2026	Bill Payment		Langlers WebWorks	-1,200.00
08/11/2026	Bill Payment		Langlers WebWorks	-200.00
08/11/2026	Bill Payment		Langlers WebWorks	-14,000.00
08/11/2026	Bill Payment		Langlers WebWorks	-200.00
Total				-16,600.00

Uncleared deposits and other credits after 07/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
08/10/2026	Receive Payment	100349	City of Chico - TBID Assessment	20,966.40
08/18/2026	Receive Payment	R26081702 - 1936019	Your Local Marketplace	250.00
Total				21,216.40

Explore Butte County

1030 GVB Savings #7251, Period Ending 07/31/2026

RECONCILIATION REPORT

Reconciled on: 08/14/2026

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary	USD
Statement beginning balance	80,044.47
Checks and payments cleared (1)	-15,000.00
Deposits and other credits cleared (3)	35,064.50
Statement ending balance	100,108.97
Register balance as of 07/31/2026	100,108.97

Details

Checks and payments cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/16/2026	Transfer			-15,000.00
Total				-15,000.00

Deposits and other credits cleared (3)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/01/2026	Transfer			20,000.00
07/29/2026	Transfer			15,000.00
07/31/2026	Deposit			64.50
Total				35,064.50

Explore Butte County

1020 GVB Airport #7196, Period Ending 07/31/2026

RECONCILIATION REPORT

Reconciled on: 08/10/2026

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary	USD
Statement beginning balance	172,064.57
Checks and payments cleared (0)	0.00
Deposits and other credits cleared (1)	146.20
Statement ending balance	172,210.77
Register balance as of 07/31/2026	172,210.77

Details

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/31/2026	Deposit			146.20
Total				146.20

FINANCIAL HIGHLIGHTS

AS OF AND FOR THE PERIOD ENDED AUGUST 31, 2026

As of August 31, 2026, and for the period then ended, we noted the following items we would like the management of Explore Butte County (EBC) to be aware of:

Statement of Financial Position

The total cash and certificates of deposit balance as of August 31, 2026 was $635,115. Cash balance decreased from July 2026 to August 2026 by $68,373. The balances as of August 31, 2026 are as follows:

- Unrestricted Cash - $126,897
- Certificates of Deposit - $355,877
- Restricted Cash - $152,341

Accounts receivable balance as of August 31, 2026 is $27,889.

The total outstanding liabilities as of August 31, 2026, are $197,717 and consist of the following:

- Accounts payable and credit cards – 50,180
- Accrued Payroll and PTO - $18,012
- Deferred Revenue - $52,436
- Guarantee Fund - $150,000

Total unrestricted cash on hand based on the current expense run rate are 2.78 months.

The board-designated net assets as of December 31, 2026, are $168,352. Board-designated reserves are as follows:

- 3% Contingency - $100,000
- Microfunding - $68,352

Statement of Activities

The budget for 2026 called for an Operating Loss of $59,450. The Operating Loss for the period ended August 31, 2026, was $198,145.

Notable budget verse actual variances include:

- Assessment revenue was less than budgeted by $172,786 which was mainly attributed to Chico Assessment revenue was $162,967 less than budget.
- Microfunding revenue had a favorable variance of $21,881 which was mainly attributable to Chico. However, the revenue is subject to change pending a reconciliation. Microfunding expenses were over budget by $34,412.
- Cooperative revenue was less than budget by $19,613.
- There was lower than budgeted expenses in the following areas:
  - Payroll - $11,754 under budget
  - Destination Management Activity - $41,925 under budget

Statement of Financial Position

January 1, 2026 - August 31, 2026

Assets	
Current Assets	
Bank Accounts	
GVB Checking #7188	26,703
GVB Airport #7196	152,341
GVB Savings #7251	100,194
CD 6632	254,198
CD 6640	101,679
Total Bank Accounts	635,115
Accounts Receivable	57,768
Prepaid Expenses	20,518
Total Current Assets	**713,401**
Fixed Assets	
Furniture and Equipment	19,636
Vehicle	58,000
Accumulated Depreciatioan	(35,641)
Total Fixed Assets	**41,995**
Total Assets	**755,396**
Liabilities and Equity	
Accounts Payable	50,154
Credit Cards	26
Accrued Liabilities	18,012
Deferred Revenue	52,436 [1]
Guarantee Fund	150,000
Total Liabilities	**270,628**
Equity	
Board Designated Net Assets	
3% Contingency Reserve	100,000
Butte County Microfunding	3,171 [1]
City of Chico Microfunding	45,421 [1]
City of Gridley Microfunding	2,302 [1]
City of Oroville Microfunding	11,897 [1]
Town of Paradise Microfunding	5,561 [1]
Total Board Designated Net Assets	**168,352**
Unrestricted Net Assets	**514,561**
Net Income (Loss)	**(198,145)**
Total Equity	**484,768**
Total Liabilities and Equity	**755,396**

[1] Board Designated Net Assets - Microfunding adjusted as of year-end 12/31/25. These balances and deferred revenue are pending a reconciliation.

Statement of Activity by Class

January 1, 2026 - August 31, 2026

	TBID Program	Prior Year Reserve	Cooperative	Microfunding	Travel	Management & General	Total	
Income								
Assessment Income								
Butte County	1,775	-	-	-	-	-	1,775	
Chico	398,850	-	-	-	-	-	398,850	
Gridley	3,196	-	-	-	-	-	3,196	
Oroville	72,706	-	-	-	-	-	72,706	
Paradise	5,305	-	-	-	-	-	5,305	
2% Collection Fee	(10,685)	-	-	-	-	-	(10,685)	
Total Assessment Income, net	**471,147**		**-**	**-**	**-**	**-**	**471,147**	
Non-Assessment Income								
Butte County Microfunding	-	-	-	916	-	-	916	1
Chico Microfunding	-	-	-	78,661	15,000	-	93,661	1
Gridley Microfunding	-	-	-	1,014	-	-	1,014	1
Oroville Microfunding	-	-	-	14,454	-	-	14,454	1
Paradise Microfunding	-	-	-	4,586	-	-	4,586	1
Coorperative	-	-	15,070	-	-	-	15,070	
Interest Income	-	-	-	-	-	7,755	7,755	
Total Non-Assessment Income	**-**	**-**	**15,070**	**99,631**	**15,000**	**7,755**	**137,456**	
Total for Income	**471,147**	**-**	**15,070**	**99,631**	**15,000**	**7,755**	**608,603**	
Expenses								
Salaries, Wages & Benefits								
Payroll	192,358	-	-	-	-	21,373	213,731	
Payroll Tax	15,942	-	-	-	-	1,771	17,713	
Benefits	28,648	1,368	-	-	-	842	30,858	
Total Salaries, Wages and Benefits	**236,948**	**1,368**	**-**	**-**	**-**	**23,986**	**262,302**	
Destination Management Activity	**1,675**	**-**	**-**	**-**	**-**	**-**	**1,675**	
Sales and Marketing Expenses								
Advertising	94,189	-	2,568	-	6,600	65	103,422	
Conferences	24,766	-	-	-	2,621	-	27,387	
Creative Services	79,803	-	-	-	5,164	-	84,967	
Dues and Memberships	5,709	-	-	-	15	-	5,724	
Hospitality for Hospitality	523	-	-	-	-	-	523	
Marketing Contracts	86,240	-	-	-	-	-	86,240	
Guides and Promotional Materials	13,606	-	-	-	-	-	13,606	
Media	3,593	-	-	-	-	-	3,593	
Sponsorships	3,500	-	-	-	-	-	3,500	
Trade and Consumer Market Shows	11,066	-	-	-	-	-	11,066	
Website	48,835	-	6,200	-	2,000	-	57,035	
Total Sales and Marketing Expenses	**371,830**	**-**	**8,768**	**-**	**16,400**	**65**	**397,063**	
Zone Microfunding								
Butte County Microfunding	-	-	-	1,000	-	-	1,000	
Chico Microfunding	-	-	-	-	18,311	-	18,311	
Gridley Microfunding	-	-	-	2,000	-	-	2,000	
Oroville Microfunding	156	-	-	34,362	-	-	34,518	
Paradise Microfunding	-	-	-	6,000	-	-	6,000	
Total Zone Microfunding	**156**	**-**	**-**	**43,362**	**18,311**	**-**	**61,829**	
Operating Expenses								
Conferences and Education	-	-	-	-	-	6,276	6,276	
Depreciation	-	-	-	-	-	13,552	13,552	
Filing fees & Taxes	-	-	-	-	-	-	-	
Insurance	-	-	-	-	-	1,870	1,870	
Office/Space Rental	3,148	-	-	-	-	4,750	7,898	
Office Supplies	-	-	-	-	131	3,416	3,547	
Postage	1,732	-	-	-	-	36	1,768	
Professtional Fees	-	-	-	-	-	40,053	40,053	
Subscriptions	-	-	-	-	-	2,118	2,118	
Telephone and Communications	-	-	-	-	-	1,670	1,670	
Travel and Van Expenses	2,724	-	-	-	-	401	3,125	
Misc. Expense	553	-	-	-	-	1,449	2,002	
Total Operating Expenses	**8,157**	**-**	**-**	**-**	**131**	**75,591**	**83,879**	
Total for Expenses	**617,091**	**1,368**	**8,768**	**43,362**	**34,842**	**99,642**	**806,748**	
Net Operating Income (Loss)	**(145,944)**	**(1,368)**	**6,302**	**56,269**	**(19,842)**	**(91,887)**	**(198,145)**	

[1] Microfunding revenue is subject to change pending a reconciliation.

Budget v. Actual

January 1, 2026 - August 31, 2026

	YTD Actual	YTD Budget	Over/(Under)	% Variance	Annual Budget	
Income						
Assessment Income						
Butte County	1,775	7,875	(6,100)	77%	13,500	
Chico	398,850	525,000	(126,150)	24%	900,000	
Gridley	3,196	5,775	(2,579)	45%	9,900	
Oroville	72,706	94,500	(21,794)	23%	162,000	
Paradise	5,305	17,500	(12,195)	70%	30,000	
2% Collection Fee	(10,685)	(14,653)	(3,968)	27%	(25,120)	
Total Assessment Income, net	**471,147**	**635,997**	**(172,786)**	**27%**	**1,090,280**	
Non-Assessment Income						
Butte County Microfunding	916	1,750	(834)	48%	3,000	1
Chico Microfunding	93,661	70,000	23,661	34%	120,000	1
Gridley Microfunding	1,014	1,167	(153)	13%	2,000	1
Oroville Microfunding	14,454	15,750	(1,296)	8%	27,000	1
Paradise Microfunding	4,586	4,083	503	-12%	7,000	1
Coorperative	15,070	34,183	(19,113)	56%	58,600	
Interest Income	7,755	-	7,755	100%	-	
Total Non-Assessment Income	**137,456**	**126,933**	**10,523**	**8%**	**217,600**	
Total Income	**608,603**	**762,930**	**(162,264)**	**21%**	**1,307,880**	
Expenses						
Salaries, Wages & Benefits						
Payroll	213,731	219,333	(5,602)	3%	376,000	
Payroll Tax	17,713	17,162	551	-3%	29,420	
Benefits	30,858	37,561	(6,703)	18%	64,390	
Total Salaries, Wages and Benefits	**262,302**	**274,056**	**(11,754)**	**4%**	**469,810**	
Destination Management Activity	**1,675**	**43,400**	**(41,725)**	**96%**	**74,400**	
Sales and Marketing Expenses						
Advertising	103,422	106,225	(2,803)	3%	182,100	
Conferences	27,387	24,063	3,325	-14%	41,250	
Creative Services	84,967	77,000	7,967	10%	132,000	
Dues and Memberships	5,724	5,833	(109)	2%	10,000	
Hospitality for Hospitality	523	1,167	(644)	55%	2,000	
Marketing Contracts	86,240	82,250	3,990	-5%	141,000	
Guides and Promotional Materials	13,606	12,833	773	-6%	22,000	
Media	3,593	4,375	(782)	18%	7,500	
Sponsorships	3,500	2,917	583	20%	5,000	
Trade and Consumer Market Shows	11,066	7,000	4,066	58%	12,000	
Website	57,035	65,217	(8,182)	13%	111,800	
Total Sales and Marketing Expenses	**397,063**	**388,879**	**8,184**	**-2%**	**666,650**	
Zone Microfunding						
Butte County Microfunding	1,000	1,750	(750)	43%	3,000	
Chico Microfunding	18,311	11,667	6,644	57%	20,000	
Gridley Microfunding	2,000	1,167	833	71%	2,000	
Oroville Microfunding	34,518	8,750	25,768	294%	15,000	
Paradise Microfunding	6,000	4,083	1,917	47%	7,000	
Total Zone Microfunding	**61,829**	**27,417**	**34,412**	**126%**	**47,000**	
Operating Expenses						
Conferences and Education	6,276	4,083	2,193	54%	7,000	
Depreciation	13,552	-	13,552	100%	-	
Filing fees & Taxes	-	2,333	(2,333)	100%	4,000	
Insurance	1,870	1,458	412	28%	2,500	
Office/Space Rental	7,898	7,000	898	-13%	12,000	
Office Supplies	3,547	2,450	1,097	-45%	4,200	
Postage	1,768	2,333	(565)	24%	4,000	
Professtional Fees	40,053	29,750	10,303	35%	51,000	
Subscriptions	2,118	875	1,243	142%	1,500	
Telephone and Communications	1,670	1,400	270	19%	2,400	
Travel and Van Expenses	3,125	5,425	(2,300)	42%	9,300	
Misc. Expense	2,002	6,749	(4,747)	70%	11,570	
Total Operating Expenses	**83,879**	**63,858**	**20,022**	**31%**	**109,470**	
Total for Expenses	**806,748**	**797,609**	**9,139**	**-1%**	**1,367,330**	
Net Operating Income (Loss)	**(198,145)**	**(34,679)**	**(171,403)**	**494%**	**(59,450)**	

[1] Microfunding revenue is subject to change pending a reconciliation.

Board of Directors Staff Report
Agenda Item: Tourism Investment Districts

TO: Explore Butte County Board of Directors
FROM: Nichole Farley, President & CEO
DATE: September 24, 2026

Purpose

To obtain formal direction from the Board of Directors authorizing staff to initiate preliminary discussions and research with key stakeholders, industry partners, and jurisdictional staff regarding the potential formation of a Tourism Improvement District (TID) formed under the Property & Business Improvement District Law of 1994 (California Streets and Highways Code § 36600 et seq.), specifically evaluating options that allow for bond issuance capabilities to finance long-term tourism infrastructure and product development projects.

Background

The Butte County Tourism Business Improvement District is authorized under the Property & Business Improvement District Law of 1994. While standard business-based districts formed under the Parking and Business Improvement Area Law of 1989 are primarily focused on short-term annual marketing and promotion, the Property & Business Improvement District Law of 1994 provides enhanced operational flexibility and long-term financing capabilities. Most importantly, the 1994 Act framework allows TIDs to finance capital improvements and infrastructure development by leveraging assessment revenues to issue bonds or secure long-term financing.

Across California, municipalities have successfully leveraged 1994 Act TIDs as financing mechanisms for major tourism and civic capital projects:

- City of Roseville: The City of Roseville was the first jurisdiction, in partnership with Placer Valley Tourism, to leverage a Tourism Investment District to bond for sports infrastructure projects.
- City of Sacramento: The City of Sacramento also authorized bonds against a Tourism Investment District, in partnership with Visit Sacramento, for Convention Center renovations.

To ensure sustainable, long-term economic growth, our destination requires dedicated capital mechanisms to invest directly in physical tourism assets, sports and venue development, outdoor recreation infrastructure, and destination facilities. Expanding or structuring a district under the 1994 Act with explicit bonding capabilities would establish a predictable revenue stream capable of supporting bonded indebtedness for capital projects that elevate the regional visitor economy.

Rationale

- Capital Improvement Financing: Unlike traditional marketing districts, establishing a district with bonding capabilities unlocks multi-million-dollar upfront capital capacity for transformative infrastructure projects.
- Long-Term Strategic Vision: A 1994 Act TIDs can be established for up to 10–40 years (depending on bond terms), offering financial predictability necessary to pledge revenues toward long-term debt service.
- Collaborative Stakeholder Alignment: Early exploration allows staff to align city/county administrative agencies, lodging partners, legal counsel, and financial advisors before drafting a formal Management District Plan.
- Economic Competitiveness: Unlocks capital mechanisms that allow the region to proactively develop competitive tourism products and venue spaces that drive overnight visitation.

Recommendation

Staff recommends that the Board of Directors authorize staff to begin researching funding mechanisms, legal structures, and bonding requirements under the Property & Business Improvement District Law of 1994, and authorize staff to commence preliminary stakeholder and jurisdictional engagement regarding the potential formation of a Tourism Investment District.

Board of Directors Staff Report
Agenda Item: Proposed Bylaws Amendment – Article V, Section 8(E) (Attendance Standard for Board Vacancies)

TO: Explore Butte County Board of Directors
FROM: Nichole Farley, President & CEO
DATE: September 24, 2026

Purpose

To present proposed amendments to the Explore Butte County (EBC) Bylaws updating board attendance expectations and vacancy provisions for Board approval.

Background

Article V, Section 8 of the EBC Bylaws outlines the circumstances under which a vacancy on the Board of Directors occurs. Currently, Section 8(E) permits the Board to remove a Director and declare a vacancy if a Director misses three (3) regular meetings in a row, subject to an affirmative vote by the remaining Directors.

To support organizational governance, maintain consistent quorums, and ensure active engagement across leadership, staff is recommending a language update to reduce the threshold of consecutive missed regular meetings.

Proposed Amendment

- Article V: Directors, Section 8: Occurrence Of Vacancies
    - Current Language: *E. A Director missing three (3) regular meetings in a row and an affirmative vote by the remaining Directors to remove the absent Director*
    - Proposed Language: *E. A Director missing two (2) regular meetings in a row and an affirmative vote by the remaining Directors to remove the absent Director*

Rationale

Establishing a clearer attendance expectation reinforces consistent oversight, board engagement, and effective organizational governance. Reducing the threshold from three consecutive meetings to two ensures prompt action can be taken to fill vacancies and maintain consistent representation during critical decision-making processes.

EXPLORE BUTTE COUNTY
P.O. Box 2154, Chico, CA 95927
(530)918-4585 | ExploreButteCounty.com

Recommendation

Staff recommends that the Board adopt the proposed amendments to the EBC Bylaws to allow Directors to be removed for missing two (2) regular meetings in a row upon an affirmative vote by the remaining Directors.

Attachments

Attachment A: Proposed Bylaws Amendments

Bylaws of Explore Butte County

A California Nonprofit Mutual Benefit Corporation

ARTICLE I NAME AND PRINCIPAL OFFICE

The name of the corporation is Explore Butte County ("Corporation"). The principal office for the transaction of the affairs and activities of this corporation shall be located in the County of Butte. The Board of Directors may change the location of the principal office.

ARTICLE II PURPOSE

The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

ARTICLE III LIMITATIONS

Section 1: Assets. This Corporation is not organized, nor shall it be operated, for pecuniary gain or profit, and it does not contemplate the distribution of gains, profits or dividends of its Directors and is organized solely for nonprofit purposes. No part of the profits or net income of this Corporation shall ever insure to the benefit of any Director, officer or to any individual.

Upon the dissolution or winding up of the Corporation, after payment of, or provision for payment of, all debts and liabilities of this Corporation, the remaining assets shall be distributed to a nonprofit fund, foundation or corporation which has been formed to provide benefits or services for Butte County and which has established its tax exempt status under §50l(c) of the Internal Revenue Code. If no such corporation as described above is in existence at the time of dissolution, then the remaining assets shall be distributed to a nonprofit fund, foundation or corporation, which has established its tax-exempt status under §501(c) of the Internal Revenue Code.

Section 2: Construction. Unless the context requires otherwise, the general provisions, rules of construction, and definitions in the California Nonprofit Corporation Law shall govern the construction of these Bylaws. Without limiting the generality of the preceding sentence, the masculine gender includes feminine and neuter, the singular includes the plural, the plural includes the singular, and the term "person" includes both a legal entity and a natural person.

ARTICLE IV MEMBERS

Section 1: Definitions. This corporation shall have no members within the meaning of the California Nonprofit Corporation Law, pursuant to Corporation Code §7332(a).

Section 2: Non-Voting Members. The Corporation's Board of Directors may, in its discretion, admit individuals to one or more classes of non-voting members; the class or classes shall have such rights and obligations as the Board finds appropriate.

ARTICLE V DIRECTORS

Section 1: Number. The corporation shall have eleven (11) Directors. Each Director shall have one vote. A reduction in the number of Directors shall not result in any Director being removed before his or her term of office expires.

Section 2: Tenure. Each Director of the corporation shall serve for a term of two years.

Section 3: Initial Appointment. The initial members of the Board of Directors shall be appointed by the incorporator of the corporation. The initial Directors shall serve for staggered terms of one or two years. At the first duly constituted meeting of the Board of Directors, the initial Board members shall draw lots to determine their individual terms.

Section 4: Criteria. An owner or management group which owns or manages multiple lodging businesses in Butte County may only have one (1) representative on the Board of Directors.

A majority of the Board of Directors serving shall be representatives from businesses paying the Butte County Tourism Business Improvement District ("BCTBID") assessment.

Among the eleven (11) Directors:

A. Three (3) Directors shall be representatives of businesses paying the Butte County Tourism Business Improvement District ("BCTBID") assessment or representatives of the community at large with an interest in the travel and tourism industry within the City of Chico;

B. Two (2) Directors shall be representatives of businesses paying the BCTBID assessment or representatives of the community at large with an interest in the travel and tourism industry within the City of Oroville;

C. One (1) Director shall be a representative of a business paying the BCTBID assessment or a representative of the community at large with an interest in the travel and tourism industry within the Town of Paradise;

D. One (1) Director shall be a representative of a business paying the BCTBID assessment or a representative of the community at large with an interest in the travel and tourism industry within the unincorporated area of the County of Butte, the City of Gridley, or the City of Biggs; and

E. Two (2) Directors shall be a representative of a short-term vacation rental business paying the BCTBID assessment and licensed to operate by the jurisdiction in which their business is located.

F. Two (2) Directors shall be representative of the community at large with an interest in Butte County's travel and tourism industry.

Section 5: Annual Election. Election of Directors shall take place at the annual meeting of the corporation. A call for nominations shall be sent to lodging businesses paying the BCTBID assessment. A nomination committee shall seek nominees and confirm their eligibility. Directors shall be elected by the Board.

Section 6: Powers. Subject to the provisions and limitations of the California Nonprofit Mutual Benefit Corporation law, the provisions of the BCTBID Management District Plan, and any other applicable laws, and subject to any limitations of the Articles of Incorporation and these Bylaws, the corporation's activities and affairs shall be managed, and all corporate powers shall be exercised by, or under the direction of, the Board.

Section 7: Specific Powers. Without prejudice to the general powers set forth in Article V, Section 6 of these Bylaws, but subject to the same limitations, the Board shall have the power to do the following:

A. Appoint and remove, at the pleasure of the Board, all corporate officers, agents, and employees; prescribe powers and duties for them as are consistent with the law, the Articles of Incorporation, and these Bylaws; fix their compensation; and require from them security for faithful service.

B. Change the principal office or the principal business office in the County of Butte from one location to another; cause the corporation to be qualified to conduct its activities in any other state, territory, dependency, or country; conduct its activities in or outside California; and designate a place in the County of Butte for holding any meeting of the Board.

C. Borrow money and incur indebtedness on the corporation's behalf and cause to be executed and delivered for the corporation's purposes, in the corporate name, promissory notes, bonds, debentures, deeds of trust, mortgages, pledges, hypothecations, and other evidence of debt and securities.

Section 8: Occurrence of Vacancies. A vacancy or vacancies on the Board shall occur in the event of:

A. The death, removal or resignation of any Director; or

B. The declaration by resolution of the Board of a vacancy in the office of a Director who has been convicted of a felony, declared of unsound mind by a court order, or found by final order or judgment of any court to have breached a duty arising under Corporations Code §7238, the BCTBID Management District Plan, or other applicable laws; or

C. An increase in the authorized number of Directors; or

D. The failure of an election to elect the number of Directors required to be elected in that election; or

E. A Director missing ~~three~~ two (2) regular meetings in a row and an affirmative vote by the remaining Directors to remove the absent Director; or

F. A Director no longer meets the criteria in Section 4 of this Article.

Section 9: Filling Vacancies. Vacancies on the Board may be filled by approval of the Board, or if the number of Directors then in office is less than a quorum, by either:

A. The affirmative vote of a majority of Directors then in office at a meeting held according to the notice provisions of these Bylaws and the Ralph M. Brown Act; or

B. A sole remaining Director.

Section 10: Resignation of Directors. Any Director may resign by giving written notice to the chair of the Board, if any, or to the Chair or the Secretary of the Board. The resignation shall be effective when the notice is given unless it specifies a later time for the resignation to become effective. If a Directors' resignation is effective at a later time, the Board may elect a successor to take office as of the date when the resignation becomes effective.

Section 11: Removal of Directors. Any Director may be removed, with or without cause, by the vote of the majority of the entire Board of Directors at a special meeting called for that purpose, or at regular meeting, provided that notice of that meeting and of the removal questions are given as provided in Article VI.

Section 12: Compensation and Reimbursement. Directors shall serve as volunteers and shall not be compensated. Directors may be reimbursed for expenses, as the Board may establish by resolution to be just and reasonable to the corporation at the time that the resolution is adopted.

Section 13: Advisors. The Board may designate individuals to serve as advisors to the Board. Advisors will receive notice of meetings in the same manner as Directors but will not be considered Directors for any purpose including voting.

Advisors shall serve for a term of one (1) year and may be removed by the Board at any time. Advisors shall be voted on by the Board of Directors at the annual meeting. Advisors will be a representative from their place of business' location or from their service area. Advisors shall be removed from their position by missing three (3) consecutive regular meeting; they can send a representative in their stead. There shall be no more than two (2) times the total number of voting Board members serving as Advisors to the Board. The Nominating Committee will have the power to review nominees annually and ensure there is reasonable representation from the participating jurisdictions.

Advisors can join any one of the Board Committees unless expressly disallowed. As a member of a committee they will have the right to vote, at the committee level, on the recommendation of the committee.

Advisors may be called upon if a vacancy occurs on the Board of Directors.

ARTICLE VI MEETINGS

Section 1: Annual Meeting. The annual meeting of the corporation shall be held at such time in September as the Board may fix from time to time. At the annual meeting, Directors shall be elected and other business may be transacted, subject to the provisions of these Bylaws. Notice of the annual meeting shall be posted at least seventy-two hours prior to the meeting in a publicly accessible location and on the Corporation's website, in accordance with the requirements of the Ralph M. Brown Act. Each notice shall state the general business to be transacted, and the day, time and place of the meeting.

Section 2: Board of Directors Regular Meetings. The Board shall meet quarterly on dates agreed upon by the Board. Notice of regular meetings shall be posted at least seventy-two hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act. Each such notice shall state the general business to be transacted, and the day, time and place of the meeting. Business may be transacted at any regular meeting of the Board in accordance with the requirements of the Ralph M. Brown Act.

Section 3: Board of Directors Special Meetings. Special meetings of the Board may be called by the Chair or any three Directors. Notice of special meetings shall be given to each Director stating the time, place, and business to be discussed at least twenty -four hours before the time of the meeting specified in the notice. Notice shall be delivered to the Board personally or by any other means pursuant to Government Code §54956. Notice shall also be posted at least twenty-four hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act.

Section 4: Notice of Meetings. Notice of all meetings will be given in accordance with the provisions of the Ralph M. Brown Act, Government Code §54950 et. seq. The noticing provisions in these Bylaws shall be subject to any amendments of the Ralph M. Brown Act.

Section 5: Place of Meetings. All meetings of the corporation shall be held at such location in the County of Butte as may be determined by the Board.

Section 6: Telephonic Appearance. Teleconferencing, as authorized by §54953 of the Ralph M. Brown Act may be used for all purposes in connection with meetings. All requests for a telephonic appearance must be made to the Chair of the Board at least 72 hours in advance. Board Advisors can make the same request of the Chair. All votes taken during a teleconferenced meeting shall be by roll call. If teleconferencing is used, the Board shall post the agenda at all teleconference locations and conduct teleconference meetings in a manner that protects the statutory and constitutional rights of the parties or the public appearing before the Board. Each teleconference location shall be identified in the notice and agenda of the meeting, and each teleconference location shall be accessible to the public. During the teleconference, at least a quorum of the members of the Board shall participate from locations within the boundaries of Butte County. The agenda shall provide an opportunity for members of the public to address the legislative body directly pursuant to §54954.3 at each teleconference location.

Section 7: Quorum. At any meeting of the Board, a majority of the Directors of the Board serving shall constitute a quorum. If less than a quorum is present at a meeting, a majority of the Directors present may adjourn the meeting from time to time without further notice other than announcement at the meeting, until a quorum shall be present. There shall be no voting by proxies or voting by absentia.

ARTICLE VII OFFICERS

Section 1: Offices Held. The officers of the corporation shall be a Chair, a Vice Chair, a Secretary, a Treasurer, and such other officers as the Board may from time to time designate. All officers shall be Directors. Any number of offices may be held by the same person, except that the Secretary and the Treasurer may not serve concurrently as the Chair.

Section 2: Election of Officers. The officers of this corporation shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to the rights of any officer under any employment contract.

Section 3: Term. The Chair and Vice Chair shall be elected for a term of one (1) year or until their successors are elected and qualified. The Secretary and Treasurer shall be elected for a term of two (2) years or until their successors are elected and qualified.

Section 4: Removal of Officers. Without prejudice to the rights of any officer under an employment contract, the Board may remove any officer with or without cause.

Section 5: Resignation of Officers. Any officer may resign at any time by giving written notice to the Board. The resignation shall take effect on the date the notice is received or at any later time specified in the notice. Unless otherwise specified in the notice, the resignation need not be accepted to be effective. Any resignation shall be without prejudice to any rights of the corporation under any contract to which the officer is a party.

Section 6: Vacancies in Office. A vacancy in any office because of death, resignation, removal, disqualification, or any other cause shall be filled in the manner prescribed by these Bylaws for normal appointments to that office. However, vacancies need not be filled on an annual basis.

Section 7: Responsibilities of Chair. Subject to the control of the Board, the Chair shall be the executive officer of the Corporation and shall supervise, direct, and control the Corporation's activities, affairs, officers, and staff. The Chair shall preside at all meetings of the Board. The Chair shall have such other powers and duties as the board or the bylaws may require. Additionally, the Chair shall be authorized to sign checks, drafts, endorsements, notes and evidence of indebtedness of the Corporation issued by the Corporation.

Section 8: Responsibilities of Vice Chair. If the Chair is absent or disabled, the Vice Chair, if any, shall perform all duties of the Chair. When so acting, the Vice Chair shall have all powers of and be subject to all restrictions on the Chair. The Vice Chair shall have such other powers and duties as the board or the bylaws may require.

Section 9: Responsibilities of Secretary. The Secretary of the corporation shall have the following responsibilities:

A. The Secretary shall keep or cause to be kept, at the corporation's principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, and of committees of the Board. The minutes of meetings shall include the time and place that the meeting was held; whether the meeting was annual, general, or special, and if special, how authorized;

the notice given; the names of persons present at Board and committee meetings; and any action taken and the vote or abstention on that action of each Director present for the action.

B. The Secretary shall keep or cause to be kept, at the corporation's principal office, a copy of the Articles of Incorporation and Bylaws, as amended to date.

C. The Secretary shall keep or cause to be kept, at the corporation's principal office or at a place determined by resolution of the Board, a record of the Corporation's Directors, showing each Director's name, address, and business represented.

D. The Secretary shall give, or cause to be given, notice of all meetings that these Bylaws require to be given. The Secretary shall keep the corporate seal, if any, in safe custody and shall have such other powers and perform such other duties as the Board or the Bylaws may require.

E. The Secretary shall maintain, or cause to be maintained, the corporation's records in accordance with the requirements of the California Public Records Act, Government Code §6250 et seq.

Section 10: Responsibilities of Treasurer. The Treasurer of the corporation shall have the following responsibilities:

A. The Treasurer shall keep and maintain, or cause to be kept and maintained, adequate and correct books and accounts of the corporation's properties and transactions. The Treasurer shall send or cause to be given to the Directors such financial statements and reports as are required to be given by law, by these Bylaws, by the BCTBID Management District Plan, or by the Board. The books of account shall be open to inspection by any Director at all reasonable times.

B. The Treasurer shall deposit, or cause to be deposited, all money and other valuables in the name and to the credit of the corporation with such depositories as the Board may designate; shall disburse the corporation's funds as the Board may order; shall render to the Chair and the Board, when requested, an account of all transactions as Treasurer and of the financial condition of the corporation; and have such other powers and perform such other duties as the Board or these Bylaws may require.

Section 11: Contracts with Directors. A mere common Directorship does not constitute a material financial interest within the meaning of this Section. No contract or other transaction between the Corporation and one or more of its Directors, or between the Corporation and any domestic or foreign corporation, firm or association in which one or more of the Corporation's Directors has a material financial interest, is either void or voidable because such Director or Directors or such other corporation, business corporation, firm or association are parties or because such Director or Directors are present at the meeting of the Board or a Committee thereof which authorizes, approves or ratifies the contract or transaction if:

A. The material facts as to the transaction and as to such Director's interest are fully disclosed or known to the Board of Directors and such contract or transaction is approved by the Board of Directors in good faith, with any membership owned by any interested Director not being entitled to vote thereon;

B. The material facts as to the transaction and as to such Director's interest are fully disclosed or known to the Board or Committee, and the Board or Committee authorizes, approves, or ratifies the contract or transaction in good faith by a vote sufficient without counting the vote of the interested Director or Directors and the contract or transaction is just and reasonable as to the Corporation at the time it is authorized, approved or ratified; or

C. As to contracts or transactions not approved as provided in A or B above, the person asserting the validity of the contract or transaction sustains the burden of proving that the contract or transaction was just and reasonable as to the Corporation at the time it was authorized, approved, or ratified.

Section 12: Loans. The corporation shall not loan any money or property to, or guarantee the obligation of, any Director or officer of the corporation. The corporation may advance money to a Director or officer for reasonable business expenses, provided that the Director or officer is entitled to reimbursement.

ARTICLE VIII COMMITTEES

Section 1: Establishment. The Board, by resolution adopted by a majority of the Directors then in office, may create one or more committees, each consisting of two or more Directors, to serve at the pleasure of the Board. Appointments to committees of the Board shall be by majority vote of the Directors then in office. The Board may appoint one or more Directors as alternate members of such committee, who may replace any absent member at any meeting. Any such committee shall have all the authority of the Board, to the extent provided in the Board resolution, except that no committee may do the following:

A. Fill vacancies on the Board or any committee of the Board;

B. Fix compensation of the Directors for serving on the Board or any committee;

C. Amend or repeal Bylaws or adopt new Bylaws;

D. Amend or repeal any resolution of the Board that by its express terms is not so amendable or repealable;

E. Create any other committees of the Board or appoint the members of committees of the Board; or

F. Expend corporate funds to support a nominee for Director if more people have been nominated for Director than can be elected; or

G. With respect to any assets held in charitable trust, approve any contract or transaction between this corporation and one or more of its Directors or between this corporation and an entity in which one or more of its Directors have a material financial interest, subject to the approval provisions of Corporations Code §5233(d)(3).

Section 2: Meetings and Actions of Committees. Meetings and actions of committees shall be governed by, held, and taken under the provisions of these Bylaws concerning meetings and other Board actions, except that the time for general meetings of committees and calling of special meetings of committees may be set either by Board resolution, or if none, by resolution of the committee. Notice of committee meetings will be given in accordance with the provisions of the Ralph M. Brown Act. Minutes of each meeting shall be kept and shall be filed with the corporate records, and in accordance with the provisions of the California Public Records Act.

The Board may adopt rules for governance of any committee as long as the rules are consistent with these Bylaws. If the Board has not adopted rules, the committee may do so.

Section 3: Ad Hoc Nominations Committee. Each year the Board may appoint a Nominations Committee composed of at least three (3) Directors. Nominations for Directors shall be submitted in writing to the Nominations Committee not less than 60 days prior to the Annual Meeting. The recommendations of the Nominations Committee shall be submitted to the Board at least 30 days prior to the Annual Meeting, which recommendations will ensure compliance with Article V, Section 4. Election of Directors shall be conducted at the Annual Meeting.

Section 4: Advisory Committees. The Board may establish one or more advisory committees. The members of any advisory committee may consist of directors or advisors. Advisory committees may not exercise the authority of the Board to make decisions on behalf of the corporation, but shall be limited to making recommendations to the Board or the Board's authorized representatives and to implementing Board decisions and policies. Advisory committees shall be subject to the supervision and control of the Board.

ARTICLE IX INDEMNIFICATION AND INSURANCE

Section 1: Indemnification.

A. To the fullest extent permitted by law, this corporation shall indemnify its Directors and officers, and may indemnify employees and other persons described in the Corporations Code, including persons formerly occupying such positions, against all expenses, judgments, fines, settlements and other amounts actually and reasonably incurred by them in connection with any "proceeding," as that term is used in the Corporations Code, and including an action by or in the right of the corporation, by reason of the fact that the person is or was a person described in the Corporations Code. "Expenses," as used in these Bylaws, shall have the same meaning as in the Corporations Code.

B. On written request to the Board by any person seeking indemnification under the Corporations Code, the Board shall promptly decide under that code whether the applicable standard of conduct set forth has been met, and if so the Board shall authorize indemnification.

C. To the fullest extent permitted by law and except as otherwise determined by the Board in a specific instance, expenses incurred by a person seeking indemnification under these Bylaws in defending any proceeding covered by these Bylaws shall be advanced by the corporation before final disposition of the proceeding, on receipt by the corporation of an undertaking by or on behalf of that person that the advance will be repaid unless it is ultimately found that the person is entitled to be indemnified by the corporation for those expenses.

Section 2: Insurance. This corporation shall have the right, and shall use its best efforts, to purchase and maintain insurance to the full extent permitted by law on behalf of its officers, Directors, employees and other agents, to cover any liability asserted against or incurred by any officer, Director, employee, or agent in such capacity or arising from the officer's, Director's, employee's, or agent's status as such.

ARTICLE X RECORDS

Section 1: Maintenance. This corporation shall keep all of the following records, either in written form or in any other form capable of being converted into clearly legible tangible form or in any combination of the two:

A. Adequate and correct books and records of account; and

B. Minutes of the proceedings of its Board and committees.

Section 2: Inspection by Directors. Every Director shall have the absolute right, at any reasonable time, to inspect the corporation's books, records, and documents of every kind, and to inspect the physical properties of the corporation. The inspection may be made in person or by the Director's agent or attorney. The right of inspection includes the right to copy and make extracts of books, records, and documents of every kind.

Section 3: Articles and Bylaws. This Corporation shall keep, at its principal office, the original or a copy of the Articles of Incorporation and Bylaws, as amended to the current date, that shall be open to inspection by Directors at all reasonable times during office hours.

Section 4: Annual Reports. The Treasurer of the corporation shall prepare and submit, or cause to be prepared and submitted, the following annual reports. The Treasurer shall keep, or cause to be kept, copies of all annual reports with the corporation's records. The two reports may be combined into one all-inclusive document.

A. BCTBID Annual Report. The BCTBID annual report will be prepared and submitted in accordance with the provisions of Streets and Highways Code §36650 and the BCTBID Management District Plan.

B. Corporation Annual Report. The Corporation annual report shall be prepared within 120 days after the end of the corporation's fiscal year. This section shall not apply if the corporation receives less than $10,000 in gross revenues or receipts during the fiscal year. The report shall contain the following information in appropriate detail:

    1. A balance sheet as of the end of the fiscal year, an income statement, and statement of cashflows for the fiscal year, accompanied by an independent accountant's report, or if none, by the certificate of an authorized officer of the corporation that they were prepared without audit from the corporation's books and records;

    2. A statement of the place where the names and addresses of current Directors are located; and

    3. Any other information required by these Bylaws or the Board.

Section 5: Annual Statement. As part of the annual report, or as a separate document if no annual report is issued, the corporation shall annually prepare and mail, deliver or send by electronic transmission to its Directors a statement of any transaction or indemnification of the kinds in subparagraph B below within 120 days after the end of the corporation's fiscal year.

A. The statement shall include:

1. A brief description of the transaction;

2. The names of interested persons involved and their relationship to the corporation;

3. The nature of interested persons in the transaction;

4. The amount of the interested persons' interest, except that in a partnership in which such person is a partner, only the partnership interest need be stated.

B. Transactions included in the statement shall be those transactions:

1. To which the corporation or its subsidiary was a party;

2. Which involved more than $50,000 or was one of a number of such transactions with the same person involving, in the aggregate, more than $50,000; and

3. In which either of the following interested persons had a direct or indirect material financial interest (a mere common Directorship is not a material financial interest):

   a. Any Director or officer of the corporation;

   b. Any holder of more than 10 percent of the voting power of the corporation.

ARTICLE XI OPERATIONS AND ADMINISTRATION

Section 1: Fiscal Year. The fiscal year of the corporation shall begin on January 1 and end on December 31 of each year.

Section 2: Funds. All funds of the corporation shall be deposited in such banks, trust companies, or other reliable depositories as the Board from time to time may determine. All checks, drafts, endorsements, notes and evidence of indebtedness of the corporation shall be signed by such officers or agents of the corporation and in such manner as the Board may determine from time to time. Endorsements for deposits to the credit of the corporation shall be made in such manner as the Board may determine from time to time.

Section 3: Contracts. The Chair or any other officer or agent specifically authorized by the Board may, in the name of and on behalf of the corporation, enter into those contracts or execute and deliver those instruments that are specifically authorized by the Board. Without the express and specific authorization of the Board, no officer or agent may enter into any contract or execution or deliver any instrument in the name of or on behalf of the corporation.

Section 4: Brown Act Compliance. To the extent that the Corporation is subject to the open meeting requirements of the Ralph M. Brown Act, then the Board will comply with the provisions of Government Code §54950 through and including §54961. Accordingly, the Owner's Association shall publicly report any action taken and the vote or abstention on that action of each Director present for the action. To the extent that any provisions of these Bylaws are inconsistent with the Ralph M. Brown Act, the provisions of said Act shall prevail. In the event the Corporation is not required to comply with the Brown Act, then the Board will not endeavor to meet the requirements of the Brown Act.

ARTICLE XII AMENDMENT

Except as otherwise provided herein, and subject to the power of Directors to amend or repeal the Bylaws, these Bylaws may be altered, amended or repealed and new Bylaws may be adopted by an affirmative vote of a majority of the Directors present at any regular or special meeting, a quorum being assembled, provided that written notice of such meeting, setting forth in detail the proposed revision(s) and explanation(s) therefore, be given not less than 7 days prior to such meeting.

CERTIFICATE OF SECRETARY

I, Kate Pinsonneault , certify as follows:

1. I am the duly elected and acting, Secretary of Explore Butte County, a California Nonprofit Mutual Benefit Corporation;

2. That these Bylaws, consisting of 15 pages, inclusive of the Certificate of Secretary, are the Bylaws of the corporation as modified by the Board of Directors on July 24, 2025;

3. That these Bylaws have not been amended or modified since that date.

____,Secretary of the Board

Board of Directors Staff Report
Agenda Item: 2026-2028 Board of Directors Appointment and Slate

TO: Explore Butte County Board of Directors
FROM: Nichole Farley, President & CEO
DATE: September 24, 2026

Purpose

To present and request Board approval for the proposed Board of Directors slate for the 2026–2028 and 2026–2027 terms. Upon approval on September 24, 2026, all appointments will officially commence on October 1, 2026.

Background

In alignment with the Explore Butte County bylaws and organizational oversight guidelines, terms for several seated directors are scheduled to expire in September 2026. To maintain continuous governance, leadership stability, and proper representation of the Butte County Tourism Business Improvement District (BCTBID) assessment payers, the ad hoc nominating committee has prepared a recommended slate of appointments.

In addition to the core Board of Directors, Explore Butte County utilizes non-voting Advisory positions to foster cross-sector collaboration and ensure broad regional input across key destination touchpoints. The proposed 2026/2027 Advisor slate engages partner agencies and community leaders spanning Travel & Tourism Community Stakeholders, Parks & Recreation Districts, Downtown Business Associations and Chambers of Commerce, higher education partners, and local government jurisdiction liaisons. These non-voting advisory appointments serve a one-year term from October 1, 2026, through September 30, 2027, bringing vital technical expertise, jurisdictional alignment, and strategic perspective to support the Board's destination marketing and management initiatives.

Proposed Board Slate

Two-Year Term Appointments (October 1, 2026 – September 30, 2028)

- **Tamba Sellu** – City of Chico Representative (BCTBID Assessment Payer)
- **Ashley Dekellis** – Short-Term Vacation Rental Industry
- **Aaron Wright** – City of Oroville Representative (Travel & Tourism Interest)
- **Matt Reed** – County Unincorporated Area / City of Gridley / City of Biggs Representative

- **Erin Morrissey** – Community At-Large Representative (Travel & Tourism Interest)

One-Year Term Appointments (October 1, 2026 – September 30, 2027)

- **Laticia Hall** – City of Oroville Representative (BCTBID Assessment Payer)
- **Anastasia Terry** – Short-Term Vacation Rental Industry Representative
- **Marc Breckinridge** – Community At-Large Representative (Travel & Tourism Interest)

Proposed Advisors Slate

Travel & Tourism Community Stakeholders

- Nicole Hill, Tandem Creative & Lupine Foundation
- Ev Duran, UTB Studios
- Natalie Sheard, The Carleton (Judge Gray's House) & Oroville Inn

Parks & Recreation Districts Liaisons

- Holli Drobny, Chico Area Recreation District
- Lorin Husa, Feather River Recreation and Parks District
- Olivia Longstaff, Paradise Parks & Recreation District

Downtown Business Association/Chamber of Commerce Advisors

- Molly Kopta, Chico Chamber of Commerce
- Eric Smith, Oroville Chamber of Commerce
- Monica Nolan, Paradise Chamber of Commerce
- Lynne Spencer, Gridley Chamber of Commerce
- Heather Johnson, Downtown Oroville Business Association
- Megan Gaddis, Downtown Chico Business Association

College Connections

- Megan Kurtz, Chico State
- , Butte College

Jurisdiction Advisors

- Will Firth, Butte County Administration
- Erik Gustafson, City of Chico
- Patrick Piatt, City of Oroville
- Ron Lassonde, City of Paradise
- Catalina Sanchez, City of Gridley/Biggs

Recommendation

Staff recommends that the Board of Directors approve the proposed slate as presented for the terms beginning October 1, 2026.

Attachments

Attachment A: 2026 Board of Director & Advisor Nominations

2026-2028 Board of Directors Appointment Schedule

Directors' Terms Expiring - September 2026

- Tamba Sellu - Chico
- Ashley Dekellis - Short-Term Vacation Rental/Chico
- Aaron Wright - Oroville
- Matt Reed - County, Gridley, Biggs
- Megan Kurtz - Community At-Large

Vacant Seats

- Oroville - One year term
- Community-at-Large - One year term

Proposed Board of Directors Slate for 2026 - 2028

A. Three (3) Directors shall be representatives of businesses paying the Butte County Tourism Business Improvement District ("BCTBID") assessment within the City of Chico:

- Tamba Sellu (2026 - 2028 Term)

B. Two (2) Directors shall be representatives of businesses paying the BCTBID assessment or within the City of Oroville:

- Aaron Wright (2026 - 2028 Term)
- Laticia Hall (2026 - 2027 Term)

C. One (1) Director shall be a representative of a business paying the BCTBID assessment within the Town of Paradise

D. One (1) Director shall be a representative of a business paying the BCTBID assessment or a representative of the community at large with an interest in the travel and tourism industry within the unincorporated area of the County of Butte, the City of Gridley, or the City of Biggs:

- Matt Reed (2026 - 2028 Term)

E. Two (2) Directors shall be representatives of the Short-Term Vacation Rental Industry:

- Ashley Dekellis (2026 - 2028 Term)
- Anastasia Terry (2026 - 2027 Term)

E. Two (2) Directors shall be representatives of the community at large with an interest in Butte County's travel and tourism industry:

- Erin Morrissey (2026 - 2028 Term)
- Marc Breckinridge (2026 - 2027 Term)

Proposed Advisors for 2026/2027

Travel & Tourism Community Stakeholders

- Nicole Hill, Tandem Creative & Lupine Foundation
- Ev Duran, UTB Studios
- Natalie Sheard, The Carleton (Judge Gray's House) & Oroville Inn

Parks & Recreation Districts Liaisons

- Holli Drobny, Chico Area Recreation District
- Lorin Husa, Feather River Recreation and Parks District
- Olivia Longstaff, Paradise Parks & Recreation District

Downtown Business Association/Chamber of Commerce Advisors

- Molly Kopta, Chico Chamber of Commerce
- Eric Smith, Oroville Chamber of Commerce
- Monica Nolan, Paradise Chamber of Commerce
- Lynne Spencer, Gridley Chamber of Commerce
- Heather Johnson, Downtown Oroville Business Association
- Megan Gaddis, Downtown Chico Business Association

College Connections

- Megan Kurtz, Chico State
- , Butte College

Jurisdiction Advisors

- Will Firth, Butte County Administration
- Erik Gustafson, City of Chico
- Patrick Piatt, City of Oroville
- Ron Lassonde, City of Paradise

- Catalina Sanchez, City of Gridley/Biggs

Board of Directors Staff Report

Agenda Item: Adoption of Resolution Reaffirming the Executive Committee and Consolidating Budget Committee Responsibilities

TO: Explore Butte County Board of Directors
FROM: Nichole Farley, President & CEO
DATE: September 24, 2026

Purpose

To submit for Board approval a revised resolution reaffirming the Executive Committee's structure and scope of authority, while integrating the duties previously assigned to the Ad Hoc Budget Committee into its standing operational purview.

Background

To support ongoing institutional development and align with recommended administrative practices, Explore Butte County originally authorized a three-member Executive Committee on March 9, 2023. Subsequently, annually, the Board created an Ad Hoc Budget Committee dedicated to delivering focused financial leadership, fiscal forecasting, and annual reporting.

To address changing administrative needs, integrating fiscal supervision with executive operations under one permanent body enhances governance efficiency, eliminates duplicative efforts, and guarantees continuous financial oversight.

Composition and Scope

The proposed resolution formalizes the updated the organizational capacity and operational parameters of the Executive Committee as follows:

- **Composition:** Expands membership from three (3) to no more than five (5) Directors.
- **Designated Seats:** Consists of the Board Chairperson, Treasurer, Secretary, and two (2) additional Directors-at-Large.
- **Consolidated Budget Responsibilities:** Incorporates all responsibilities formerly assigned to the Budget Committee, including reviewing financial data, forecasting budget needs, assessing revenue opportunities, and overseeing the development of the annual Butte County TBID Report and annual operating budget.
- **Scope of Authority:** Exercises all powers and authority of the Board of Directors during intervals between regular meetings, subject to the direction and control of the full Board.

- **Limitations:** Expressly excludes the power to amend the Articles of Incorporation or Bylaws.

Rationale

Consolidating fiscal oversight and strategic planning within the Executive Committee establishes a unified governance framework. This operational structure guarantees ongoing financial management by board leadership, streamlines administrative commitments by eliminating unnecessary meetings, and improves overall decision-making to reinforce organizational stability.

Recommendation

Staff recommends that the Board of Directors adopt the Resolution to Reaffirm the Executive Committee and Assume Budget Committee Responsibilities as presented.

Attachments

Attachment A: Resolution to Reaffirm the Executive Committee and Assume Budget Committee Responsibilities (Draft)

RESOLUTION TO REAFFIRM THE EXECUTIVE COMMITTEE AND ASSUME BUDGET COMMITTEE RESPONSIBILITIES

At the Explore Butte County Board of Directors Meeting on September 24, 2026, the following resolution was proposed:

WHEREAS, Explore Butte County established an Executive Committee on March 09, 2023;

WHEREAS, the Executive Committee was originally composed of three (3) Board members;

WHEREAS, the Board of Directors desires to expand the Executive Committee to no more than five (5) Board members to ensure balanced representation and broader operational capacity;

WHEREAS, the Executive Committee shall consist of:

- Chairperson of the Board;
- Treasurer of the Board;
- Secretary of the Board; and
- Two (2) additional members of the Board of Directors;

WHEREAS, the Board of Directors annually established an Ad Hoc Budget Committee to oversee budget planning, financial data review, and annual reporting;

WHEREAS, the Board of Directors now desires to incorporate the responsibilities and oversight duties of the Budget Committee - including reviewing current financial data, forecasting budget needs, assessing revenue opportunities, and overseeing the development and recommendation of the annual TBID Report and annual operating budget - directly into the ongoing scope and responsibilities of the Executive Committee;

WHEREAS, the Executive Committee, except for the power to amend the Articles of Incorporation and Bylaws, shall have all the powers and authority of the Board of Directors in the intervals between meetings of the Board of Directors, and is subject to the direction and control of the full Board; and

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of Explore Butte County hereby reaffirms the composition, authority, and expanded responsibilities of the Executive Committee to encompass all duties formerly assigned to the Budget Committee.

Approved:

Executive & Financial Oversight Committee Resolution
Adopted: September 24, 2026

Tamba Sellu
Chair, Board of Directors

Kate Pinsonneault
Secretary, Board of Directors

Executive & Financial Oversight Committee Resolution
Adopted: September 24, 2026