



2024 BOARD OF DIRECTORS

Tamba Sellu, President
Courtyard by Marriott, Chico

Matt Reed, Treasurer
Butte County Fairgrounds, Gridley

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

Kate Pinsonneault
Hotel Diamond, Chico

Jason Oliveras
Oxford Suites, Chico

Aaron Wright
California State Parks

Megan Kurtz
CSU Chico

Megan Gaddis
Chico Chamber of Commerce

EXPLORE BUTTE COUNTY
BOARD OF DIRECTOR MEETING

September 19, 2024
Time: 12:00 PM - 2:00 PM

BCAG Board Room
326 Huss Dr, Chico, CA 95928

AGENDA

MISSION: Explore Butte County inspires people to discover Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County champions a diverse and flourishing tourism industry, making it THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Stewardship. Equity. Fun.

BRAND POSITION: The Explorer - Adventurer, Pioneer, Seeker, Open-minded, Resourceful, Tolerant, Ambitious, Down to Earth, Authentic, Determined, Outdoorsy

1. OPEN MEETING

2. CONSENT CALENDAR

2.1. [Approve Minutes from July 11, 2024](#)

2.2. [Approve REVISED April 2024 Financials](#) (with authorization to update for TBID assessment revenues attributed to April)

2.3. [Approve REVISED May 2024 Financials](#) (with authorization to update for TBID assessment revenues attributed to May)

2.4. [Approve June 2024 Financials](#) (with authorization to update for TBID assessment revenues attributed to June)

2.5. [Approve July 2024 Financials](#) (with authorization to update for TBID assessment revenues attributed to July)

2.6. [Approve August 2024 Financials](#) (with authorization to update for TBID assessment revenues attributed to August)

3. OPERATIONAL ACTION ITEMS

3.1. 2024 Budget Update and EOY Budget Re-Forecasting (Nichole Farley)

Status update of our 2024 Budget and proposed budget re-forecasting for 2024. Presentation of revised 2024 budget.

Recommendation: Approve the revised 2024 budget.

3.2. Appointment of Ad Hoc 2025 Budget Committee (Nichole Farley)

Appointment of an ad hoc committee to propose the 2025 Annual Plan and 2025 Budget to the Board for approval. The annual plan is due in November 2024 . The annual budget is adopted in January 2025.

Recommendation: Adoption of the resolution to create an ad hoc 2025 Budget committee with the appoint of no more than three board of directors

3.3. [Destination Management Accreditation Program \(“DMAP”\)](#) (Nichole Farley)

Application for Explore Butte County DMAP accreditation. To become accredited, a destination organization must demonstrate compliance with more than 100 performance standards. The DMAP accreditation program includes the adoption of an agreement, which all organizations receiving zone micro-marketing funding and sponsorship funding from EBC will be required to sign.

Recommendation: Approve all policies and procedures to apply for the DMAP accreditation program before September 30. Adoption of these policies and procedures will supersede any policies and procedures adopted previously by the EBC Board of Directors.

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

4.1. DOWNTOWN CHICO BUSINESS ASSOCIATION - FUNDING REQUEST (Nichole Farley/Tamba Sellu)

Request from the Downtown Chico Business Association for funding of annual events. The Chico Zone Micro-Marketing Committee approved funding of \$9,500 contingent on an audit of 2024 fiscal year in 2025.

EBC has only received sponsorship recognition for the Thursday Night Market and missed opportunities for community recognition at various signature events in 2024.

Recommendation: Approve a grant/sponsorship of \$5,000 for the 2024 Thursday Night Markets and signature events in December.

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

5.1. MARKETING UPDATE (Ashley Baer)

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

5.2. TRAVEL CHICO UPDATE (Alaina Macarthy)

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

5.3. COMMUNITY RELATIONS UPDATE (Cameo Calderon)

Update on the community relations efforts in Butte County.

6. BOARD UPDATES & PUBLIC COMMENT

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to three (3) minutes per speaker. The Board may not take any action on public comment.

7. ADJOURNMENT