



2026 BOARD OF DIRECTORS

Tamba Sellu, President
Courtyard by Marriott, Chico

Matt Reed, Treasurer
Butte County Fairgrounds, Gridley

Kate Pinsonneault, Secretary
Hotel Diamond, Chico

Jason Olivares
Oxford Suites, Chico

Ashley Dekellis
STVR Operator, Chico

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

Sareena Merchant
Hampton Inn, Oroville

Natalie Sheard
STVR Owner, Oroville

Aaron Wright
CA State Parks, Oroville

Megan Kurtz
CSU Chico

Megan Gaddis
Community at Large

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

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:**
GORRELL RANCH PRESENTATION BY CHUCK TATREAU

Tatreau Construction has an opportunity to secure the Gorrell Ranch site and to begin formal discussions with the County to develop Gorrell 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: Aaron Wright

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.