



EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

Tamba Sellu, President
Courtyard by Marriott, Chico

September 25, 2025
Time: 12:30 pm - 2:30 pm

Matt Reed, Treasurer
Butte County Fairgrounds, Gridley

Hotel Káterina

1930 Baney Ln, Chico, CA 95928

Kate Pinsonneault, Secretary
Hotel Diamond, Chico

Agenda

Jason Olivares
Oxford Suites, Chico

Public Notice Information: In accordance with the Ralph M. Brown Act, VHB agendas are available for public review outside the BCAG Board Room at 326 Huss Dr, Building Et at least 72 hours prior to each meeting. The agendas are also posted on the EBC website at explorebuttecounty.com. Questions on agenda items may be directed to Nichole Farley, EBC Executive Direction, at nichole@explorebuttecounty.com.

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

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

Sareena Merchant
Hampton Inn, Oroville

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

Aaron Wright
CA State Parks, Oroville

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

Megan Kurtz
CSU Chico

1. OPEN MEETING

2. CONSENT CALENDAR

2.1. [Approve Minutes from July 24, 2025](#)

2.2. [Approve June 2025 Financials \(with authorization to update for TBID assessment revenues attributed to June\)](#)

2.3. [Approve July 2025 Financials \(with authorization to update for TBID assessment revenues attributed to July\)](#)

2.4. [FY2024 Taxes](#)

2.5. [Adoption \(and reapproval\) of EBC Financial Policies and Procedures](#)

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

3.1. [GOVERNANCE: APPOINT STVR REPRESENTATIVES TO THE BOARD](#)
(Nichole Farley)

To appoint two Short-Term Vacation Rental (STVR) representatives to the Explore Butte County (EBC) Board of Directors, in accordance with the July 2025 amendment to the Bylaws.

Recommendation: Appointment of Ashley Dekellis, Chico for a one year term ending in 2026 and Natalie Sheard, Oroville for a two year term

ending in 2027 to the EBC Board of Directors representing Short-Term Vacation Rentals.

- 3.2. [BUDGET MODIFICATION/SUPPLEMENTAL APPROPRIATIONS](#) (Nichole Farley)

To request Board approval of budget amendments for FY 2025

Recommendation: Approval of the September 2025 budget amendments as presented.

- 3.3. [ESTABLISH AN AD HOC 2026 ANNUAL REPORT AND BUDGET COMMITTEE](#) (Nichole Farley)

4. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

- 4.1. UPDATE: 2025 MARKETING UPDATE (Ashley Baer, Marketing Director)

Standing update on the efforts of EBCs Marketing Team.

- 4.2. UPDATE: 2025 TRAVEL CHICO UPDATE (Angelina Matey, Travel Chico Specialist)

Standing update on Travel Chico brand enhancement & marketing efforts.

- 4.3. UPDATE: 2025 COMMUNITY RELATIONS UPDATE (Lucia Mercado, Community Engagement Specialist)

Standing update on EBCs community engagement efforts.

- 4.4. UPDATE: SPORTS TOURISM INFRASTRUCTURE MASTER PLAN (Nichole Farley)

Standing update on the efforts of the Sports Tourism Infrastructure Master Plan.

5. OBJECTIVE 3: ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY

- 5.1. UPDATE: STRATEGIC PLANNING (Nichole Farley)

Michael Coogan from MC2 has been hired to facilitate our Strategic Planning for 2026-2029. Michale is conducting one-on-one interviews and sent out a survey to the entire board of directors, advisors, microzone committees, hoteliers, and other stakeholders.

Strategic Planning Workshop will be on Wednesday, October 29 from 8:30 am to 12 pm.

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