



EXPLORE BUTTE COUNTY  
CHICO ZONE MICRO-MARKETING COMMITTEE

2024 BOARD OF DIRECTORS

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Megan Gaddis  
Chico Chamber of Commerce

April 4, 2024  
Time: 11:30 AM - 12:30 PM

Chico Area Recreation District Office  
545 Vallombrosa Ave, Chico, CA 95926

AGENDA

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

VISION: Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy, making Butte County THE must-visit destination in the North State.

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

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

1. CALL TO ORDER
2. APPROVE MINUTES FROM MARCH 7, 2024 MEETING
3. DCBA EVENT SPONSORSHIPS (Nichole Farley)  
Proposal to sponsor nine DCBA events at various levels for a total of \$9,500.
4. EXPLORE BUTTE COUNTY UPDATE (Nichole Farley)
5. TRAVEL CHICO MARKETING UPDATE (Nichole Farley)
6. BUTTE365 UPDATE (Cameo Calderon)
7. 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.
8. ADJOURNMENT

Committee Members: Tamba Sellu, Kate Pinnseonult, Anabelle Grimm, Debbie Moseley, Elisabeth Shy, Jennifer Mccarthy, Linda Herman, Mahina Gannet, Mike Egbert, Patricia Macias, Shari Anderson, Cameo Calderon



DCBA Event Sponsorships Proposal

DCBA Sponsorships		
Thursday Night Market	\$2,500.00	Bike Valet
Friday Night Concert	\$1,000.00	Band
Slice of Chico	\$500.00	Slice Station
Art & Wine Walk	\$1,000.00	Pouring Station
Harvest Sidewalk Sale	\$500.00	Autumn Ambassador
Treat Street	\$250.00	Live Music
Downtown Christmas Preview	\$1,000.00	Light it Up
Small Business Saturday	\$2,500.00	Signature
Tree Lighting Ceremony	\$250.00	Sweet Treats
	\$9,500.00	

Explore Butte County is making the recommendation to the Travel Chico Committee to allocate sponsorship funding to the DCBA contingent on a 2023 fiscal audit.