



EXPLORE BUTTE COUNTY
CHICO ZONE MICRO-MARKETING COMMITTEE

2023 BOARD OF DIRECTORS

Bruce Spangler, President
Lake Oroville Holiday Inn Express
& Suites, Oroville

Tamba Sellu, Treasurer
Courtyard by Marriott, Chico

Kate Pinsonneault
Hotel Diamond, Chico

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

Jennifer Owens
CSU Chico University Farm

ADVISORY BOARD

Ev Duran, UTB Studios
Patricia Macias, Museum of
Northern California Art (monca)
Debbie Moseley, Paradise
Chocolate Fest
Marci Shadd, The Colonia Building

Audrey Taylor, Downtown Chico
Business Association
Megan Gaddis, Chico Chamber of
Commerce
Eric Smith, Oroville Chamber of
Commerce
Monica Nolan, Paradise Chamber
of Commerce

Katie Simmons, Butte County
Administration
Jennifer Macarthy, City of Chico
Jordan Daley, City of Oroville
Collette Curtis, Town of Paradise

MARCH 7, 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 FEBRUARY 1, 2024 MEETING](#)
3. BUTTE FILM FESTIVAL FUNDING PROPOSAL (Curtis Bell)
4. EXPLORE BUTTE COUNTY UPDATE (Nichole Farley)
5. TRAVEL CHICO MARKETING UPDATE (Nichole Farley)
6. BUTTE365 UPDATE (Cameo Calderon)
7. PUBLIC COMMENT
8. ADJOURNMENT

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.

Committee Members: Tamba Sellu, Kate Pinsonneault, Jennifer McCarthy, Mike Egbert, Linda Herman, Shari Anderson, Elisabeth Shy, Anabelle Grimm, Patricia Macias, Mahina Gannet, Mary Vogel, Debbie Moseley, John Pearson, Cameo Calderon