



EXPLORE BUTTE COUNTY EXECUTIVE COMMITTEE MEETING

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

February 28, 2024

Time: 10:30 PM - 11:30 PM

EXPLORE BUTTE COUNTY
326 Huss Dr., Building E, Chico, CA 95928

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

MEMBERS: Bruce Spangler, Tamba Sellu, Melissa Schuster

1. CALL TO ORDER

2. ACTION ITEMS

- 2.1. [APPROVE MINUTES FROM JANUARY 11, 2024 MEETING](#)
- 2.2. [APPROVE JANUARY 2024 FINANCIAL REPORTS](#)
- 2.3. [APPROVE DECEMBER 2023 FINANCIAL REPORTS](#)
- 2.4. [UPDATE ON STAFF GOALS AND KPI TRACKING](#)

Increase goals with measurable KPI for the Executive Director

3. DISCUSSION ITEMS

- 3.1. [UPDATE ON 2023 JURISDICTION INCOME TRACKING](#)

Status of 2023 assessment collection from the jurisdictions.

- 3.2. [UPDATE OF NOMINATING COMMITTEE EFFORTS](#)

Status update of the nominating committee efforts for the 2024-2025 Board of Directors.

4. 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.

5. CLOSED SESSION

- 5.1. [Anticipated Litigation: Pearson Collaborative Projects - Contract Termination Fees](#)

6. ADJOURNMENT