



2024 BOARD OF DIRECTORS

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EXPLORE BUTTE COUNTY
EXECUTIVE COMMITTEE MEETING

June 13, 2024
Time: 11:00 am - 12:00 pm

Courtyard by Marriott, Chico
2481 Carmichael Dr, Chico, CA 95928

AGENDA

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

MEMBERS: Tamba Sellu, Matt Reed, Melissa Schuster

1. CALL TO ORDER
2. [APPROVE MARCH 09, 2024 MINUTES](#)
3. DISCUSSION ITEMS
 - 3.1. APRIL 2024 & MAY 2024 FINANCIALS
[April 2024 Financials](#)
[May 2024 Financials](#)
 - 3.2. DESTINATION MARKETING ACCREDITATION PROGRAM (DMAP)
Review of DMAP program and update on policy development.
4. ADJOURNMENT