



EXPLORE BUTTE COUNTY

BOARD OF DIRECTOR EXECUTIVE COMMITTEE MEETING

2024 BOARD OF DIRECTORS

Tamba Sellu, President
Courtyard by Marriott, Chico

Matt Reed, Treasurer
Butte County Fairgrounds, Gridley

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

Kate Pinsonneault
Hotel Diamond, Chico

Jason Olivares
Oxford Suites, Chico

Aaron Wright
California State Parks

Megan Kurtz
CSU Chico

Megan Gaddis
Chico Chamber of Commerce

March 25, 2025
Time: 3:00 PM - 4:00 PM

BCAG Board Room
326 Huss 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

- 1. OPEN MEETING
2. FINANCIALS
2.1. Approve January 2025 Financials (with authorization to update for TBID assessment revenues attributed to January)
2.2. Approve February 2025 Financials (with authorization to update for TBID assessment revenues attributed to February)
3. OBJECTIVE 1: LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY
3.1. PROPOSED 2025 BOARD OF DIRECTOR & OFFICER SLATE (Nichole Farley, 2025 Annual Report Committee)
The proposed 2025 Board of Directors and Officers (President, Treasurer, Secretary) for Explore Butte County.
4. OBJECTIVE 3: ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY
4.1. EBC STAFF GOALS
Staff goals for 2025 focus on destination development, travel trade, organizational development, professional growth, and creativity and innovation in our marketing programming.
5. 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.

6. ADJOURNMENT