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EXPLORE BUTTE COUNTY

EXECUTIVE COMMITTEE MEETING

November 4, 2026
Time: 2:30 pm - 4:00 pm

Stoble Workplace - Medium Conference Room
418 Broadway St, Chico, CA 95928

Video call link: https://meet.google.com/mug-qeuv-xci

Agenda

Public Notice Information: In accordance with the Ralph M. Brown Act, EBC agendas are available for public review outside the BCAG Board Room at 326 Huss Dr, Building E at least 72 hours prior to each meeting. The agendas are also posted on the EBC website at explorebuttecounty.com. Questions on agenda items may be directed to Nichole Farley, EBC President & CEO, at nichole@explorebuttecounty.com.

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

BRAND EMOTION: Belonging - Butte County should feel like more than a place you visit. It should feel like a place you're part of. One that invites you to jump in, soak it up, and connect through experiences that feel personal, grounding, and lasting. It gets under your skin and into your soul.

1. OPEN MEETING

2. ANNUAL PLANNING RECAP

   Recap of 2027 Annual Planning meeting and a draft of the 2027 Work Plan based on the common objectives that were identified by all five groups.

EXPLORE BUTTE COUNTY

P.O. Box 2154, Chico, CA 95927

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3. **2027 BCTBID ANNUAL REPORT**

   Review of how the annual planning process impacts the proposed 2027 BCTBID annual report to the Board of Supervisors.

4. **2027 ANNUAL BUDGET PREP**

   Update on staff's efforts in drafting the 2027 annual budget and alignment with proposed 2027 Work Plan..

5. **FINANCIAL UPDATE**

   General update on the transition from CFO by Design to Lee & Sakali.

6. **ADJOURNMENT**