



EXPLORE BUTTE COUNTY  
OROVILLE ZONE MICRO-MARKETING COMMITTEE

April 18, 2024

Time: 9:00 AM - 10:00 AM

Holiday Inn Express - Oroville  
550 Oro Dam Blvd E, Oroville, CA 95965

2024 BOARD OF DIRECTORS

Tamba Sellu, President  
Courtyard by Marriott, Chico

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Hotel Diamond, Chico

Jason Oliveras  
Oxford Suites, Chico

Megan Kurtz  
CSU Chico

Megan Gaddis  
Chico Chamber of Commerce

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. [MARCH 2024 COMMITTEE MINUTES](#)
3. [EBC & Butte 365 Update](#)
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. ADJOURNMENT

[Oroville Zone Micro-Funding Committee Funding Request](#)