



EXPLORE BUTTE COUNTY

OROVILLE ZONE MICRO-MARKETING COMMITTEE

2023 BOARD OF DIRECTORS

Bruce Spangler, President
Lake Oroville Holiday Inn Express
& Suites, Oroville

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Hotel Diamond, Chico

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Chapelle de L'Artiste Château &
Retreat, Paradise

Jennifer Owens
CSU Chico University Farm

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Northern California Art (monca)
Debbie Moseley, Paradise
Chocolate Fest
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Business Association
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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

March 21, 2024

Time: 9:00 AM - 10:00 AM

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

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. FEBRUARY 2024 COMMITTEE MINUTES
Approve the February 15, 2024 committee meeting minutes.
3. 2024 OROVILLE ZONE MICRO-MARKETING BUDGET (30 minutes)
Proposed 2024 budget. Discussion of distribution of funding.
[2024 Budget - Approved by the Board in January](#)
[Request for funding from Feather River Parks District - Spring & Fall Concert Series \(5 Minutes Presentation\)](#)
[Request for funding from Feather River Parks District - Wildflower Nature Festival \(5 Minute Presentation\)](#)
[Request for funding from Oroville Rotary Club - Oroville Lights \(5 Minute Presentation\)](#)
4. NOMINATIONS FOR REPRESENTATION ON THE EBC BOARD
The EBC Nominating Committee is seeking nomination for two representatives from a BCTBID business or a community member at large with an interest in the travel and tourism industry.
5. 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



EXPLORE BUTTE COUNTY

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(530) 918-4585 | [ExploreButteCounty.com](https://www.explorebuttecounty.com)

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