



EXPLORE BUTTE COUNTY
OROVILLE ZONE MICRO-MARKETING COMMITTEE

2024 BOARD OF DIRECTORS

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Megan Gaddis
Chico Chamber of Commerce

MAY 16, 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. APRIL 2024 COMMITTEE MINUTES
3. Promotional opportunities with trade schools
4. EBC & Butte 365 Update
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

Committee Members: Oroville Area Chamber of Commerce: Amber Miland, Oroville Lodging: Bruce Spangler, Feather River Recreation & Park District: Kendyle Lowe, Downtown Oroville Business Association: Heather Johnson, State Parks: Aaron Wright, City of Oroville: Patrick Piatt, Oroville State Theatre: Cindy Daniluke, Department of Water Resources: Raquel Borrayo, Explore Butte County: Nichole Farley



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