



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 Oliveras
Oxford Suites, Chico

Aaron Wright
California State Parks

Megan Kurtz
CSU Chico

Megan Gaddis
Chico Chamber of Commerce

EXPLORE BUTTE COUNTY
BOARD OF DIRECTOR MEETING

July 11, 2024
Time: 12:00 PM - 2:00 PM

BCAG Board Room
326 Huss Dr, Chico, CA 95928

MINUTES - APPROVED SEPTEMBER 19, 2024

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

Present: President Tamba Sellu, Treasurer Matt Reed, Secretary Melissa Schuster, Jason Oliveras, Aaron Wright, Megan Kurtz, Megan Gaddis

Absent: Kate Pinsonneault

Tamba Sellu: I received correspondence from the DCBA and the executive committee met to discuss. We will bring the correspondence to be reviewed at the September meeting - item is not on the current agenda.

2. 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.

Megan Gaddis: Chamber Luau tickets are on sale and this year we are celebrating the real estate industry with a table decorating contest.

Debbie Mosely: Here are updates regarding the DCBA. Slice of Chico Will be this Saturday, July 13th. Taste of Downtown Chico will be September 8th, and Artober Fest will be in October with the Art and Wine Walk. For Paradise, Party in the Park will be on the 24th of July.

Ev Duran: I am working on a marketing campaign for the Gold Nugget, they want to bring back community events to business.

CONSENT CALENDAR

2.1. [Approve Minutes from May 09, 2024](#)

2.2. [Approve April 2024 Financials](#)

2.3. [Approve May 2024 Financials](#)

Motion: Melissa Schuster made a motion to approve the consent calendar as presented.

Second: Matt Reed

Discussion: None

Vote: 7-1-0

3. OBJECTIVE 1: LEAD AND ADVANCE THE BUTTE COUNTY TOURISM INDUSTRY

3.1. MARKETING UPDATE (Nichole Farley)

Update on the marketing efforts of Explore Butte County and our agency Madden Media.

Nichole Farley: Adventure Guides have been delivered to all lodging and visitor centers. Engagement is down but followers are up. This is due to the higher cost of engagement and Ashley is working on connecting with other organizations at DI to see how we can present our content in a neutral place but also competing for engagement.

Tamba Sellu: Can we have the website and social media numbers quarterly?

Nichole: The website and social media reports are in the stakeholder newsletter that gets sent out via email

3.2. TRAVEL CHICO UPDATE (Alaina Macarthy)

Update on the marketing efforts of Explore Butte County and our agency Madden Media.

Cameo Calderon: I will be doing the reporting for Travel Chico this meeting. Some Travel Chico Social Media Updates, there was 737 new followers across all platforms. 502 posts, and we had a influencer family come into the area and create content for us, check them out on IG at @SAMANDRYAN.

Some website updates are 516 users, 65% organic search, and we have some new website stories about Chico State, Chico Nightlife, and Chico's Arts and Culture scene.

Some TC content development updates are that a new road bike and public arts maps are in production and should be printed soon. TC visitors guide is also done and will be distributed in August.

3.3. TOURISM DEVELOPMENT & INFRASTRUCTURE DEVELOPMENT STUDIES (Nichole Farley)

Update on soliciting example RFPs for the studies we want to accomplish.

Nichole Farley: Collecting similar RFPs from peers. The November 2024 committee will convene together and submit a final RFP and hopefully select an agency in 2025. Connecting with Everybody Healthy Body and also President Perez how Chico State will participate in the RFP. Meeting with Toni Scott regarding possible grant funding out there for this work, in the process of getting a strategic grant study sent back.

3.4. CONFERENCE AND ASSOCIATION MEMBERSHIP UPDATE (Nichole Farley)

Update on IPW by US Travel, One West Tourism Association, Destinations International, and CalTravel.

Nichole Farley: Explore Butte County staff will be attending One West Eduycation Summit in Eugene, Oregon the week of September 4th. Staff will also be attenfing CalTravel Summit in Oceanisde the following week. Cameo Calderon will be receiving one of the 30 and under Emerging Leader Awards and Nichole Farley will be receiving the Rising Star Award.

4. OBJECTIVE 2: EXPAND AND DIVERSIFY OUR EXPERIENCE BASE

4.1. COMMUNITY RELATIONS UPDATE (Cameo Calderon)

Update on the community relations efforts in Butte County.

Cameo Caldern: I have some YTD stats for industry visits and events. There have been 86 lodging visits YTD, 24 community meetings attended, 14 events, and one advocacy day attended on behalf of EBC with CalTravel.

Some Butte365 statistics for June are 2,288 new website users, 2,398 total users in June. There have been 288 events submitted YTD and 126 registered users. Some top searches are 4th of July events, Friday Night Concerts, Relations Gathering and Red, White, and Brew Bash.

Some Butte365 social media updates are 42 new followers, 102 posts and introduction of weekly mailchimp event updates for our stakeholders.

Ripe has some updates as well. 34 bookings YPTD, one claimed incentives, and two landing pages in use.

4.2. RESEARCH UPDATE (Nichole Farley)

Research update for January - June 2024

Nichole Farley: A quality survey was taken and here are some research data point updates.

Key insights: 20.9% devices

Average Hotel Stay Value: \$270

Average hotel length stay: 2 days

Average Occupancy: 65%

Top areas of where visitors are coming from: Sacramento, Stockton, Modesto, SF, Oakland, LA, Fresno-Visalia.

Outdoor recreation is the biggest driver in our area for visiting.

5. OBJECTIVE 3: ADVOCATE FOR INVESTMENTS IN BUTTE COUNTY'S VISITOR ECONOMY

5.1. DRAFT OF THE 2023 FISCAL AUDIT

Review the draft audit documents for the 2023 fiscal year.

Recommendation: Approve the 2023 draft audit documents for finalization by CLA

Motion: Aaron Wright made a motion to approve the 2023 draft audit documents for finalization by CLA

Second: Jason Olivares

Discussion: None

Vote: 7-1-0

6. ADJOURNMENT

Meeting was adjourned at 1:10PM, the next board meeting will be held on September 19th, 2024 from 12-2PM.