

Explore Butte County

Minutes of January 12th, 2017

Residence Inn by Marriott 2481 Carmichael Dr Chico, CA 95928

Board Members present: Bruce Spangler, Brooke Smith, Dori Franklin, Nicole Johansson, Haroon Saddique, Jennifer Macarthy

Not Present: Kiran Paragji

Advisory Board and Guests: Debbie Collins City of Chico, Melissa Schuster Paradise Council, Scott Stoller Silver Dollar Fairgrounds, Heather MacDonald Butte County, Heather McDonald Butte County, Timothy Sharkey Oroville Chamber, Dawn Nevers City of Oroville, Jason Olivares Oxford Suites Chico, Debra Lucero Shasta – Cascade, Mohammed Billah University Inn, Debbie Collins City of Chico, Lisa May Shasta Cascade Wonderland Association, Laurie Baker Shasta Cascade Wonderland Association.

Meeting was called to order at 12:00 PM

1. Approve Minutes

Change: Melissa Schuster, Paradise Council requested two changes be made to the December meeting minutes. It was requested to update her as the contact representing the Town of Paradise not the contact for the Oroville Chamber. She also requested that her public comment regarding exploring Hospital Tourism be changed to Medical Tourism. MOTION: I MOVE TO APPROVE THE December 2016 meeting minutes. (Motion: Johansson; Second: Smith)AYES: 5 No: 0 Abstain: 1 (Macarthy Abstain she was not present at December meeting) APPROVED 5-0
December meeting minutes were approved.

2. Motion to approve the Consent Agenda and Meeting Minutes

A motion was passed to approve the consent agenda
AYES: 6 NO's: 0 Abstain: 0 Approved 6-0

3. Regular Agenda

a.) **Shasta Cascade Wonderland Association Presentation:** Presented by Laurie Baker General Manager and Lisa May. Presentation discussed several marketing opportunities for Explore Butte County. Also reviewed the marketing efforts they currently have in place with Butte County.

b.) **Finance Committee Report:** *Committee members: Jennifer Macarthy, Scott Stoller, Bruce Spangler* Account Balance as of December 10th, 2016 is \$451,358.94. The Board is still in need of a Treasurer.

c.) **Board Openings:** We have a nominating committee to assist with nominations the committee consists of Jennifer Macarthy and Brooke Smith. They will be reviewing the list of assessed businesses and making sure they receive information regarding the nominations. Voting will take place during the March Annual Meeting. Currently there is one opening on the board for Paradise, Chico and Oroville.

d.) **Advisory Board Positions:** We officially welcome Debbie Collins with City of Chico and Heather MacDonald with Butte County. Melissa Schuster, council member for Town of Paradise expressed her interest in joining the advisory board as the Paradise City Advisory Board Member.

MOTION: I MOVE TO HAVE Melissa Schuster serve on the advisory board (Motion: Macarthy; Second:

Franklin) AYES: 6 No: 0 Abstain: 0 APPROVED 6-0

It was also discussed to amend the January 2017 advisory board policy to allow 1 position per jurisdiction. At our Annual March meeting we will make changes to our By-Laws regarding Advisory Board Positions to allow one position per jurisdiction for a chamber representative.

- e.) **Butte County Fair Booth:** We did decide as a board that EBC will take on the State Fair Booth at the current budgeted costs. Marketing Committee will work on the State Fair Booth implementation. The committee chair for the booth is Jennifer Macarthy and on the committee is Heather MacDonald, Nicole Johansson and Scott Stoller. The Fair committee is waiting to hear back from Richard Bay – Designer before making any final decisions.
 - f.) **CED Future Forecast Summit:** Nicole Johansson, Bruce Spangler and Pamela Teeter are confirmed panelists for the breakout session. Event is January 19th, 2017.
 - g.) **Staffing Committee Report:** Nicole Johansson presented job descriptions for an administrative assistant for EBC. Job Description has been approved and will be posted on several job search websites.
 - h.) **Marketing Committee Report:** Nicole Johansson provided an update for us on the implementation of the marketing campaign. Marketing Committee will be making revisions to the Marketing Plan over next few weeks. Carl Rubalo with SMG Marketing and David Bunker with the Abbi Agency will be presenting in person at the Marketing Committee meeting in February prior to our scheduled board meeting.
- 4.) Public Comment:** Debra Lucero commented on whether her company "Up State" would be chosen for the contract or not. At this time we are still waiting on the Builder to answer many of our questions before the EBC Board can make a final decision.

5.) Closed Session

None

Next Meeting Date: February 9th at Courtyard by Marriott at 12 PM

Adjourned: at approximately 1:30 PM