

Explore Butte County

Minutes of February 11th, 2016

Paradise Skypark 4405 Airport Rd Paradise, CA 95969

Board Members present: Bruce Spangler, Brooke Smith, Dori Franklin, Eve Cayaban, Jennifer Macarthy, Nicole Johansson, Sara Myers
Not Present: Kiran Paragji

Guests: Tina Pruitt Oroville Chamber, Scott Stoller Silver Dollar Fairgrounds, Amy Blaschka RBP Consulting, Justin VanVeen Best Western Heritage

1. Meeting was called to order at 12:10PM

2. Approve Minutes

January meeting minutes were approved.

3. Motion to approved the consent agenda

A motion was passed to approve the consent agenda

AYES: 7 NO's: 0 Abstain: 0 Approved 7-0

4. Jurisdiction Fees

Per the Management District Plan, each jurisdiction has the ability to request a collection fee of up to 2% of the total assessment collected. It was discussed for efficiency purposes, it makes sense to have the collection fee withheld from the collection amount that is submitted to Explore Butte County, rather than having the jurisdictions invoice Explore Butte County for the collection fee after the assessment has been submitted to Explore Butte County. MOTION: I MOVE TO ALLOW JURISDICTIONS TO TAKE THEIR COLLECTION FEE (UP TO 2% OF TOTAL ASSESSMENT AMOUNT COLLECTED) PRIOR TO PROVIDING EXPLORE BUTTE COUNTY IT'S ASSESSMENT PAYMENT. (Motion: Smith; Second: Meyers) AYES: 7 No:0 Abstain: 0 APPROVED 7-0

5. Explore Butte County PO Box Update

We have a PO Box located at the USPS office in Chico on Vallombrosa. The address is Explore Butte County P.O Box 2154 Chico, CA 95928

6. Accounting-Update

We have officially opened our bank account with Tri Counties.

7. Presentation by Amy Blaschka with BRP Consulting

Amy presented to our group about how her services as a consultant can help lead the strategic marketing plan behind Butte County. She presented a strategic road map that she thought would help steer the start up of the Explore Butte County TBID. We discussed the following topics:

- Explore Butte Count to identify our Mission, Vision and Goals of the organization.
- How to increase room nights, especially during need periods.
- Create greater awareness of Butte County as a destination.
- What are our assets, what our challenges are and what people's perception of our area is.
- What is our time line
- What are our priorities in the first year and then into the next five years.
- What are our challenges
- Who will lead the EBC organization to meet our goals

8. CPA Recommendations

We discussed looking into having KCoe Isom provide CPA services. Further discussion was tabled for our March meeting.

9. Committees:

Discussion of other committees to be formed and emphasis on inviting interested parties from these community to participate in these committee meetings. Further discussion was tabled for March meeting.

10. Future Discussion Topics

Budget, Hiring an Executive Direct, Strategic Planning Meeting, CPA Services, Open Board Member Position

11. Public Comment None

Next Meeting Date: February 11th, 2016 at Paradise Skypark

Adjourned: at approximately 2:30PM