

# Explore Butte County

Minutes of May 12<sup>th</sup>, 2016

Courtyard by Marriott 2481 Carmichael Dr Chico, CA 95928

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**Board Members present: Bruce Spangler, Brooke Smith, Dori Franklin, Denai Rubio, Kiran Paragji, Jennifer Macarthy**

**Not Present: Sara Myers, Nicole Johansson**

**Guests: Scott Stoller, Silver Dollar Fair**

**1. Meeting was called to order at 12:00 PM**

**2. Approve Minutes**

April meeting minutes were approved.

**3. Motion to approve the consent agenda**

A motion was passed to approve the consent agenda

AYES: 6 NO's: 0 Abstain: 0 Approved 6-0

**4. Regular Agenda**

- a. Treasurer's Report: Finance Committee met with Hollie Pladson. Reviewed the services that will be provided and are gathering costs from her for the services needed. The Finance Committee did conclude that we will need to file 2015 taxes based on the fees collected for 2015. An extension has been filed at this time.

Approve the Annual Budget: The Board is expecting to collect \$554,000.00 in Annual Revenue for 2016. The board has suggested we allocate the funding toward the following services:

70% Sales and Marketing =\$382,901

10% Zone Marketing= \$54,700

15% Administration=\$82,050

2% Collection Fees=\$16,410

3% Contingency=\$ 10,940

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Total: \$554,000 Revenue

\$547,001 in Expenses

The board approved the annual budget. MOTION: I MOVE AS A BOARD MEMBER TO APPROVE OUR ANNUAL BUDGET. (Motion: Brooke; Second: Rubio) AYES: 6 No: 0 Abstain: 0 Approved 6-0

The Finance Committee is looking into having our bank account changed from a Non Profit to a Small Business Checking Account. This would allow the bank account to earn interest and also prevent limits on transaction fees. MOTION: I MOVE AS A BOARD MEMBER TO CHANGE OUR NON PROFIT ACCOUNT TO A SMALL BUSINESS ACCOUNT. (Motion: Macarthy; Second: Smith) AYES: 6 No: 0

Abstain: 0 Approved 6-0

- b.) Board Openings: We still have positions available for a business paying into the assessment from the unincorporated areas of Butte County.
  - c.) Advisory Board Positions: There are a total of eight Advisory Board positions, two per Jurisdiction. We currently have one position open for each of the following Jurisdictions Chico, Oroville, Paradise and Two Positions for Unincorporated.
  - d.) Marketing Committee: The RFP for our marketing agency was distributed on May 2<sup>nd</sup>. It was sent to a distribution list provided by Civitas, as well as Visit California. We currently have approximately twelve target agencies we are expecting to bid on the RFP. Four of the twelve agencies are local to Butte County.
  - e.) Review and Consideration of preliminary design for State Fair County Exhibit: We will be reviewing Debra Lucero's plan for the Tourism Exhibit.
  - f.) Discussion: Explore Butte County is considering becoming a member of California Travel Association. This item has been moved for further discussion at our June meeting.
5. Public Comment None.
6. Closed Session None

**Next Meeting Date**: June 9th, 2016 at Residence Inn by Marriott at noon  
**Adjourned**: at approximately 1:30PM