

Explore Butte County

Minutes of December 8th, 2016

Courtyard by Marriott 2485 Carmichael Dr Chico, CA 95928

Board Members present: Bruce Spangler, Brooke Smith, Dori Franklin, Nicole Johansson, Haroon Saddique, Kiran Paragji

Not Present: Jennifer Macarthy

Guests: Pamela Teeter Paradise Chamber, Debbie Collins City of Chico, Melissa Schuster Oroville Chamber, Scott Stoller Silver Dollar Fairgrounds, Heather MacDonald Butte County, Andy Patel Quality Inn, Pat Macias MONCA, Caitlin Reilly CARD, Melissa Schuster Paradise Town Council

Meeting was called to order at 12:00 PM

1. 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

2. Regular Agenda

- a.) Finance Committee Report: *Committee members: Jennifer Macarthy, Scott Stoller, Bruce Spangler* Account Balance as of November 27th, 2016 is \$426,752.06. No checks were written in October. The Finance Committee is working on a 2017 Marketing Plan. Bruce Spangler suggested that we move forward with our basic budget/ marketing plan from 2016 for 2017. However, we need to add to the 2017 marketing plan additional costs to the generalized budget for marketing, administration and miscellaneous items. MOTION: I MOVE TO APPROVE THE 2017 Marketing Plan based on the 2016 Marketing Plan we currently have in place. (Motion: Spangler; Second: Smith)AYES: 6 No:0 Abstain: 0 APPROVED 6-0
- b.) Board Openings: 2017 Board Openings: Dori Franklin 2 year position, Bruce Spangler 2 year position, Jennifer Macarthy 2 year position, Kiran Paragji 1 year position, Nicole Johansson 2 year position, Brooke Smith 2 year position, Haroon Saddique 1 year position. This will open up three board member positions for 2017. 1 for Chico, 1 for Paradise and 1 for Oroville. 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.
- c.)Advisory Board Positions: We have asked Debbie Collins if she would be interested in serving as an Advisory Board Member for Chico. Heather McDonald was asked to be on the advisory board for Butte County. MOTION: I MOVE TO HAVE Debbie Collins for Chico and Heather McDonald for Butte County serve on the advisory board (Motion: Spangler; Second: Smith)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 for a chamber representative. MOTION: I MOVE TO AMEND the 2017 Advisory Board policy to allow 1 position per jurisdiction for a chamber representative (Motion: Spangler; Second: Saddique)AYES: 6 No:0 Abstain: 0 APPROVED 6-0

- d.) 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. An estimated 800,000 people go through the state fair. February 23rd is the deadline to submit our builder. The committee chair for the booth is Jennifer Macarthy and on the committee is Heather MacDonald, Nicole Johansson and Scott Stoller. MOTION: I MOVE TO GRANT PERMISSION from the Board to have sign Bruce Spangler sign the MOU (Motion: Franklin; Second: Smith)AYES: 6 No:0 Abstain: 0 APPROVED 6-0
- e.) Shasta Cascade Wonderland: Will be presenting to our board next month in January.
- f.) CED Future Forecast Summit: Nicole Johansson, Bruce Spangler and Pamela Teeter are confirmed panelists for the breakout session.
- g.) Staffing Committee Report: Nicole Johansson presented job descriptions for an administrative assistant. The board decided to have the lawyer review the job descriptions before posting the position.
- h.) Marketing Committee Report: Nicole Johansson provided an update for us on the implementation of the marketing campaign. Carl with SMG Marketing had several meetings set up in Butte County during the month of November to meet with our stake holders and get a feel for what our stake holders feel the county has to offer. He will be presenting to the board during our January meeting.

4.) Public Comment Melissa Schuster with Paradise Town Council mentioned looking into Hospital Tourism and Cultural Tourism as some additional tourism drivers for Butte County.

5.) Closed Session

None

Next Meeting Date: January 12th at Residence Inn at 12 PM

Adjourned: at approximately 1:00 PM