

Explore Butte County

Minutes of April 14th 2016

Courtyard by Marriott 2481 Carmichael Dr Chico, CA 95928

Board Members present: Bruce Spangler, Brooke Smith, Dori Franklin, Nicole Johansson, Sara Myers

Not Present: Kiran Paragji, Jennifer Macarthy

Guests: Tina Pruitt Oroville Chamber, Scott Stoller Silver Dollar Fairgrounds, Denai Rubio Hotel Diamond, Pamela Teeter Paradise Chamber, Alberta Tracy Butte County Historical Society, Jamie Jagears Ramada Plaza, Justin VanVeen Best Western

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

2. Approve Minutes

March meeting minutes were approved.

3. Motion to approve the consent agenda

A motion was passed to approve the consent agenda

AYES: 5 NO's: 0 Abstain: 0 Approved 5-0

4. Regular Agenda

a. Treasurer's Report: Bank account balance is at \$23,513.13. There are still some jurisdictions that have an outstanding balance. Sarah Myers treasurer has a standard remittance form she is going to forward to the jurisdictions to try and speed up the payment process. MOTION: I MOVE AS A BOARD MEMBER TO APPROVE OUR TREASURER REPORT. (Motion: Johansson; Second: Smith) AYES: 5 No: 0 Abstain: 0 Approved 5-0

b. CPA Recommendations:

Jennifer Macarthy from The Finance Committee had six companies which she prospected for CPA services. The Finance Committee reviewed the information received, and narrowed it down to two options for CPA's Jennie Merrill and Hollie Pladson. After reviewing the notes provided about each CPA a motion was made.

MOTION: I MOVE AS A BOARD MEMBER TO ACCEPT THE RECOMMENDATION TO HAVE HOLLIE PLADSON SERVE AS THE CPA FOR EXPLORE BUTTE COUNTY (Motion: Smith; Second: Franklin) AYES: 5 No: 0 Abstain: 0 Approved 5-0

c.) Board Openings: We did have a board position open up for the Chico Jurisdiction. During the March Board meeting, the Board requested that anyone who was interested in sitting on the Board or wanting to make a nomination attend the April meeting. Denai Rubio was nominated as a Board Member for the Chico Jurisdiction. MOTION: I MOVE AS A BOARD MEMBER TO APPOINT DENAI RUBIO HOTEL DIAMOND ON THE BOARD FOR EXPLORE BUTTE COUNTY (Motion: Myers; Second: Smith) AYES: 5 No:0 Abstain: 0 Approved 5-0

d.) Advisory Board Positions: There are a total of eight Advisory Board positions available, two per Jurisdiction. Two Positions- Chico, Two Positions- Oroville, Two Positions- Paradise and Two Positions for Unincorporated. Board Member Johansson recommended Scott Stoller with Silver Dollar Fairgrounds for the Chico Advisory Board, Board Member Meyers

recommended Pamela Teeter with Paradise Chamber of Commerce for the Paradise Advisory Board, Board Member Spangler recommended Tina Pruitt with the Oroville Chamber of Commerce for the Oroville Advisory Board. MOTION: I MOTION TO ACCEPT OUR THREE ADVISORY BOARD MEMBER POSITIONS. (Motion: Smith; Second: Rubio) AYES: 6 No:0 Abstain: 0 Approved 6-0

- e.) Marketing Committee: Reviewed the Rough Draft for our marketing RFP. RFP deadline to launch is May 1st. Deadline for the RFP's to be returned is June 30th. Discussed who will be solicited for the Marketing RFP and everyone agree to make sure the RFP is available to local marketing firms in Butte County. MOTION: I MOVE AS A BOARD MEMBER TO APPROVE THE MARKETING RFP (Motion: Smith; Second: Rubio) AYES: 6 No: 0 Abstain:0 Approve 6

- f.) State TBID News: California Tax Board is considering taxing California TBID Assements. The TBID will have to be protected under the Constitution as a non taxable assement. Board Member Brooke Smith will keep us updated as things progress.

- g.) Strategic Planning Season (Cont): It was determined that we will wait for the hiring of a marketing firm before moving forward with a strategic planning meeting. Strategic Planning item will be left on the agenda for ongoing discussion.

- 5.) Public Comment Alberta Tracy with the Butte County Historical Society spoke about her history and performances she does throughout Butte County. She is an encyclopedia of knowledge regarding historical woman of Butte County.
- 6.) Closed Session None

Next Meeting Date: May 12th, 2016 at Courtyard by Marriott at noon

Adjourned: at approximately 2:30PM