

Explore Butte County

Minutes of September 8th, 2016

Courtyard by Marriott 2485 Carmichael Dr Chico, CA 95928

Board Members present: Bruce Spangler, Brooke Smith, Dori Franklin, Jennifer Macarthy, Nicole Johansson, Denai Rubio

Not Present: Kiran Paragji

Guests: Justin VanVeen Best Western Heritage, Pamela Teeter Paradise Chamber, Mathew Stone Chico State, Scott Stoller Silver Dollar Fair, Haroon Saddique Paradise Lodge, Debbie Collins City of Chico, Tina Pruitt Oroville Chamber of Commerce, Mohammad Billah University Inn

Meeting was called to order at 12:00 PM

1. Approve Minutes

August 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.) Finance Committee Report: *Committee members: Jennifer Macarthy, Scott Stoller, Bruce Spangler* Account Balance as of September 8th, 2016 is \$297,628.47. Two Payments have been made out of the account to Chico Catering and Holli Pladson CPA. Finance committee will work on drafting a remittance form to accompany the TBID payments from the participating jurisdictions.
- b.) Board Openings: We still have one position available for a business paying into the assessment from the unincorporated areas of Butte County. We are also looking to fill the Treasurer Board position MOTION: I MOVE AS A BOARD MEMBER TO HAVE DENAI RUBIO Serve as the Treasurer. (Motion: Macarthy; Second: Smith) AYES: 5 No: 0 Abstain: 1 Approved 5-0. Treasurer- Denai Rubio has been assigned as the Treasurer.
- 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. Haroon Saddique expressed Interest in filling the Paradise Board Member Position. MOTION: I MOVE AS A BOARD MEMBER TO HAVE Haroon Saddique Serve as a Board Member. (Motion: Macarthy; Second: Smith) AYES: 6 No: 0 Abstain: 0 Approved 6-0. Matthew Stone with Chico State expressed his interest in representing the Unincorporated area of Butte County. MOTION: I MOVE AS A BOARD MEMBER TO HAVE Matthew Stone Serve on the Advisory Board representing the Unincorporated area of Butte County.. (Motion: Macarthy; Second: Franklin) AYES: 6 No: 0 Abstain: 0 Approved 6-0. Mohammed Billah with the University Inn expressed his interest in representing the Unincorporated area of Butte County. MOTION: I MOVE AS A BOARD MEMBER TO HAVE Mohammed Billah Serve on the Advisory Board representing the unincorporated area of Butte County.. (Motion: Johansson; Second: Franklin) AYES: 6 No: 0 Abstain: 0 Approved 6-0.

- d.) Shasta Cascade Wonderland: MOTION: I MOVE AS A BOARD MEMBER That EBC participates in the Annual Membership. (Motion: Smith; Second: Rubio) AYES: 6 No: 0 Abstain: 0 Approved 6-0.

- e.) Marketing Committee: Working on contract with SMG and the Abi Group. The marketing committee and board members have reviewed the master contract. Marketing Committee has requested approval of the Board to move forward with Phase 1 of the contact. Strategic Planning, Creation of Website, and Brand Identifying. MOTION: I MOVE AS A BOARD MEMBER approval for the Marketing Committee to move forward with Phase 1 authorizing roughly \$150,000 to enter into contract with SMG and Abi Group.(Motion: Macarthy; Second: Johansson) AYES: 6 No: 0 Abstain: 0 Approved 6-0.

- f.) EBC Staff Positions- Discussion of possible wanting to hire an administrative position. A staffing committee has been formed to work out further details to present to the Board at a later date.

5.) Public Comment Matthew Stone did a great presentation about branding for EBC. He brought up some very valid points that we can share with SMG once the contract is in place.

6.) Closed Session

None

Next Meeting Date: October 13th, 2016 at Courtyard by Marriott at 12 PM

Adjourned: at approximately 2 PM