

# Explore Butte County

Minutes of October November 10th, 2016

Courtyard by Marriott 2485 Carmichael Dr Chico, CA 95928

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**Board Members present: Bruce Spangler, Brooke Smith, Dori Franklin, Jennifer Macarthy, Nicole Johansson, Haroon Saddique**

**Not Present: Kiran Paragji,**

**Guests: Pamela Teeter Paradise Chamber, Debbie Collins City of Chico, Sandy Linville Oroville Chamber, Scott Stoller Silver Dollar Fairgrounds, Heather MacDonald Butte County, Ray Laager Debra Lucero Associates, Chang Lee Chico State**

## **Meeting was called to order at 12:00 PM**

### **1. Approve Minutes**

October 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 November 8th, 2016 is \$417,206.54. A check was made to the Abbi Agency in the amount of \$47,150.00 to begin our development for branding and website.  
The Finance Committee is still working to develop a remittance worksheet for jurisdictions to send in with their payments. Also need to determine a standard way to check all payments for accuracy. Need to follow up with all jurisdictions to get a regular payment schedule started. Our Board is still in need of a Treasurer. Dori Franklin currently checking mail and making deposits on weekly basis. Two action items needed from finance committee are:  
1.) Remittance worksheet to follow up with jurisdictions 2.) 2017 EBC Budget
- b.) Board Openings: We still have one position available for a business paying into the Chico jurisdiction. We are also looking to fill the Treasurer Board position. If you are interested in being on the Board for the Chico jurisdiction please attend our meeting on December 8<sup>th</sup> and be prepared to be speak for no more than 3 minutes as to why you would like to serve on the board.
- c.) Advisory Board Positions: We have asked Debbie Collins if she would be interested in serving as an Advisory Board Member. Discussion was asked to be tabled for the following month. We did have Sandy Linville who is the President and CEO of the Oroville Chamber of Commerce request to take Tina Pruitt's advisory board positions. MOTION: I MOVE TO ALLOW SANDY LINVILLE TO TAKE TINA PRUITT PLACE ON THE ADVISORY BOARD (Motion: Smith; Second: MaCarthy) AYES: 6 No:0 Abstain: 0 APPROVED 6-0

- d.) Presentation from Butte County Heather MacDonald: This presentation was about the Butte County display at the state fair and Explore Butte County's Role in it. 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.
- e.) CED Future Forecast Summit: Some of our Board Members have been invited to sit on the Recreation, Tourism and Agriculture –Toursim breakout session. Nicole Johansson, Bruce Spangler and Pamela Teeter have been asked to sit on the panel.
- f.) Staffing Committee Report: This committee has been charged with developing a job description, posting a position, interviewing candidates, and reporting to the board their recommendation on a qualified candidate to assist with some of the EBC administrative needs.
- h.) Marketing Committee Report: Nicole Johansson provided an update for us on the implementation of the marketing campaign. Carl with SMG Marketing has 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.

4.) Public Comment None

5.) Closed Session

None

Next Meeting Date: December 8th, 2016 at Courtyard by Marriott at 12 PM

Adjourned: at approximately 1:00 PM