



Explore Butte County Board of Directors

Annual Meeting

March 8, 2018
12:00 – 2:00 pm

Meeting Location:

Courtyard by Marriott
2481 Carmichael Drive, Chico

Members of the Board

Bruce Spangler, President (Oroville)
Brooke Smith, Vice President (Chico)
Dori Franklin, Secretary (Chico)
Jennifer Macarthy, Treasurer (At Large)
Kiran Paragji, America's Best Value Inn (Oroville)
Nicole Johansson, Sierra Oro Farm Trail (At Large)
Haroon Saddique, Best Western Paradise Hotel(Paradise)
Mohammad Billah, Hotel University (Chico)
Vacant, Unincorporated County (Unincorporated)

Advisory Positions

Pamela Teeter, Paradise Chamber (Paradise)
Scott Stoller, Silver Dollar Fair (Chico)
Heather MacDonald, Butte County (Unincorporated)
Debbie Collins, City of Chico (Chico)
Melissa Schuster, Town of Paradise (Paradise)

Purpose: The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

1. **12:00pm – Call Meeting to Order**
2. **Corrections and/or Changes to the Agenda**
 - a. Board
 - b. Public
3. **Consent Agenda**
 - a. Meeting Minutes – January 11, 2018 and February 8, 2018 (Special Meeting)
4. **Public Comment** (non-agenda items; please limit to 5 minutes each)
5. **Regular Agenda**
 - a. Nomination Committee
 - i. Recommendation to accept bylaw changes regarding advisory board language
 - ii. Board of Director
 1. Distribute director election ballots
 2. Those positions expiring and/or unfilled
 - a. Lodging – Chico x 2
 - b. Lodging – Oroville x 1
 - c. Lodging – Unincorporated x 1
 - d. Community at Large – x 2
 3. Recommendations from nominations committee, followed by speeches (3-minutes maximum)
 - a. Chico Lodging
 - i. Brooke Smith – Residence Inn by Marriott and Courtyard by Marriott
 - ii. Dori Franklin – Oxford Suites
 - b. Oroville Lodging
 - i. Bruce Spangler – Holiday Inn Express & Suites
 - c. Unincorporated
 - i. No nominations received prior to meeting
 - d. Community at Large
 - i. Nicole Johansson

- ii. Casey Hatcher
 - 4. Call for additional nominations from the floor, followed by speeches (3-minutes maximum)
 - 5. Vote and announcement of new directors to the board
 - iii. Officer of the board election
 - 1. Distribute officer election form
 - 2. Review officer descriptions and terms: President, Vice President, Treasurer, Secretary
 - 3. Nominations for each position, and why
 - 4. Vote and announcement of new officers of the board
 - iv. Advisory Board election
 - 1. Distribute advisory election form
 - 2. Review duties of advisory board members
 - 3. All advisory board positions expire annually. Two positions available as follows: Biggs, Chico, Paradise, Oroville, Unincorporated Butte County, Entire County
 - 4. Review all nominations submitted prior to March 1. Opportunity for all interested advisors to speak to board of directors (3-minute maximum)
 - 5. Call for additional nominations from the floor (3-minute maximum)
 - 6. Vote and announcement of new advisors to the board
 - b. Finance Report
 - c. Staffing Committee
 - i. Status of E.D. recruitment
 - d. Ad hoc committee creation – to research and coordinate office set up for staff
 - e. Marketing Committee Report
 - i. Update from Chair
 - ii. *San Francisco Chronicle* – update on progress and review of preliminary print and Story Studio
 - iii. State Capitol window display – update on progress
 - f. State Fair Committee – recommendation to reconvene for 2018 planning
 - g. Program Coordinator Report
 - i. Request from Team Chico – hotel data to help support economic benefit from events
 - ii. Strategic planning session update – date selection
 - iii. Zone marketing – progress of applications
 - iv. Participation at North State Economic Forum – written report
 - v. Vacation rentals

6. Closed Session – No

Adjournment

Next regularly scheduled meeting: April 12, 2018



Explore Butte County Board of Directors

Regular Meeting Agenda

January 11, 2018
12:00 – 2:00 pm

Meeting Location:

Residence Inn
2485 Carmichael Drive, Chico

Members of the Board

Bruce Spangler, President (Oroville)
Brooke Smith, Vice President (Chico)
Dori Franklin, Secretary (Chico)
Jennifer Macarthy, Treasurer (At Large)
Kiran Paragji, America's Best Value Inn (Oroville)
Nicole Johansson, Sierra Oro Farm Trail (At Large)
Haroon Saddique, Best Western Paradise Hotel(Paradise)
Mohammad Billah, Hotel University (Chico)
Vacant, Unincorporated County (Unincorporated)

Advisory Positions

Pamela Teeter, Paradise Chamber (Paradise)
Scott Stoller, Silver Dollar Fair (Chico)
Heather MacDonald, Butte County (Unincorporated)
Debbie Collins, City of Chico (Chico)
Melissa Schuster, Town of Paradise (Paradise)

Purpose: The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

1. 12:08pm – Meeting Called to Order

- a. Present – Bruce Spangler, Brooke Smith, Jennifer Macarthy, Nicole Johansson, Haroon Saddique, Scott Stoller, Heather MacDonald, Debbie Collins, Melissa Schuster
- b. Absent – Dori Franklin, Kiran Paragji, Mohammad Billah, Pamela Teeter
- c. Guests – Carolyn Denero: EBC Program Coordinator, Audrey Taylor: Everybody Healthy Body

2. Corrections and/or Changes to the Agenda

- a. Board - None
- b. Public - None

3. Consent Agenda

- a. Meeting Minutes – December 14, 2017
- b. Financials – December 2017

MOTION to approve the December 14 minutes and December financials as presented. (Motion: Smith; Second: Macarthy) Ayes 5, No 0, Abstain 0. Passed 5-0.

4. Public Comment (non-agenda items; please limit to 5 minutes each)

Debbie Collins – City of Chico: The City of Chico is looking at collecting TOT from vacation rentals. If vacation rentals pay into TOT/TBID then they could possibly hold a seat on the EBC board of directors.

Melissa Schuster – Paradise Town Council: The board of supervisors is also discussing vacation rentals at the February 13th meeting.

Audrey Taylor – Everybody Healthy Body: An update on progress has been submitted for the board packet.

Melissa Schuster – Paradise Town Council: Paradise is working on becoming a Blue Zone which is a region in the world where people live longer, healthier lives. The town is trying to meet the criteria to receive this destination which could increase tourism based on the availability of healthy living options.

5. Regular Agenda

- a. Nomination Committee
 - i. Board Nomination update: A letter was mailed to all TOT-paying properties in all jurisdictions to notify them that there will be available seats on the EBC board of directors. All interested parties should submit their information to Bruce. The nomination committee will put together a list of recommendations for all the seats that will be available for the February board meeting. It will not be an action item, just recommendations. Because so many current seats are expiring the committee will bring forward one more recommendation than seats are available. For example, Chico has 2

seats available and the nomination committee will bring forward 3 recommendations. For those current directors who are interested in running again the deadline for submission is today at 5:00.

- ii. Advisory Board process: Per EBC's bylaws there can be 3 people per jurisdiction and a person can apply as an individual or as a representative as an organization. The official nomination process is in draft form and will be sent to Bruce for approval and posting.
- iii. Consideration of amendments to Article V. Section 13 of the Bylaws: During the nomination committee's meeting there was discussion about the fact that there isn't a designation for somebody who represents the entire county inclusive of all jurisdictions. Discussion among board and advisors about who the advisory panel should include. Draft bylaw amendment reviewed; add additional county-wide jurisdiction for advisory and reduce number of advisors per jurisdiction to 2 (for a total of 12 advisory seats). Proposed bylaw changes to be posted 7 days prior to next board meeting.

b. Staffing Committee

- i. Review of updated Executive Director Job Description – Recommendation to approve: Changes to the Executive Director job description were made as recommended at the December board meeting and reviewed by the staffing committee. Once the job description is approved the committee can move forward with posting and recruiting. **MOTION** to approve the Executive Director job description as written. (Motion: Johansson; Second: Spangler) Ayes 5, No 0, Abstain 0. Passed 5-0.

c. Marketing Committee

- i. Marketing Committee Report: There was a marketing committee meeting today with TAA on the line. They will be involved in building a better dashboard for metrics. Additional information requested was demographic breakdown of visitors to website and social campaigns, and how many people click to the "stay" page. Board should see this next month. The bounce-rate to the website has skyrocketed because advertising is driving people to the site. TAA didn't feel comfortable reporting on this because it was only a half-month of data. Other metrics requested: click-thru rate and cost per click. The Explorers Welcome Campaign is to go live mid-February. Need to collect more assets around seasons. Denero to request the full report of analytics from TAA, not just the data they give us.
The deadline for the Capitol Window Display is March 31. Committee working to find vendors to work on the project.
Marketing committee is developing a vendor list for various projects that fall outside of current contracts.
- ii. Review of TAA efforts (reviewed in 5.c.i.)
- iii. SF Chronicle – Butte County Insert Opportunity
 1. Recommendation to participate: This is a significant expense but provides a great opportunity. There was a Shasta Cascade-driven travel section, but it didn't highlight Butte County. This section would be Butte County only. There is a printed section and then a digital story studio. It is EBC's to own. EBC will own the content, photos, videos and there is advertising exposure. The cost is \$30,000 for a 4-page insert, 1 story-studio, e-mail blast, advertisements. There are other partners who want to create a second story-studio at their own cost. **MOTION** to purchase the SF Chronicle package as outlined, utilizing reserve funds, contingent upon the marketing committee's review and approval of the

demographics of the project's reach. (Motion: Johansson; Second: Smith) Ayes 5, No 0, Abstain 0. Passed 5-0.

Further discussion: recommendation to make sure the events highlighted in the piece have the same target demo as EBC.

- d. Program Coordinator Report
 - i. Shasta Cascade update RE: December meeting's questions: A lot of the advertising is pay-to-play. Can EBC build another region for Visit California?
 - ii. Strategic planning session update: This will be moved to March based on availability. Should invite not only current board members but past board members as well. Can invite others who may help with strategic planning too.
 - iii. Zone marketing update: The application is posted. Recommendation that EBC make it easier to find and even post on social media.
6. Regular meeting excused at 1:25 p.m.
7. **Closed Session – Yes**
 - a. Staffing – Posting for Executive Director position
 - b. Contract – Carolyn Denero
8. Meeting reconvened at 2:05 p.m.
 - a. **MOTION** to post the Executive Director job description with Alliance for Workforce Development. (Motion: Spangler; Second: Johansson) Ayes 5, No 0, Abstain 0. Passed 5-0.
 - b. **MOTION** to continue Carolyn Denero's contract through end of 2018 at same bill rate. (Motion: Smith; Second: Johansson) Ayes 5, No 0, Abstain 0. Passed 5-0.

Adjournment

Meeting adjourned at 2:15 p.m.

Minutes respectfully submitted by Carolyn Denero.



Explore Butte County Board of Directors

Special Meeting
Wednesday, February 7, 2018
9:00 am – 9:30 am

Meeting Location:
Holiday Inn Express & Suites
550 Oro Dam Blvd, Oroville
OR

Conference Call In:

Dial-in number: (515) 739-1448 - United States

Access code: 353465

Click to join join.freeconferencecall.com/carolyn462

Members of the Board

Bruce Spangler, President (Oroville)
Brooke Smith, Vice President (Chico)
Dori Franklin, Secretary (Chico)
Jennifer Macarthy, Treasurer (At Large)
Kiran Paragji, America's Best Value Inn (Oroville)
Nicole Johansson, Sierra Oro Farm Trail (At Large)
Haroon Saddique, Best Western Paradise Hotel(Paradise)
Mohammad Billah, Hotel University (Chico)
Vacant, Unincorporated County (Unincorporated)

Advisory Positions

Pamela Teeter, Paradise Chamber (Paradise)
Scott Stoller, Silver Dollar Fair (Chico)
Heather MacDonald, Butte County (Unincorporated)
Debbie Collins, City of Chico (Chico)
Melissa Schuster, Town of Paradise (Paradise)

Purpose: The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

1. 9:00 a.m. – Meeting called to order

2. Roll Call

Bruce Spanler – present
Brooke Smith – present
Dori Franklin – present (via conference line)
Jennifer Macarthy – present
Kiran Piragji – absent
Nicole Johansson – present (via conference line)
Haroon Saddique – present (via conference line)
Mohammad Billah – present (via conference line)
Pamela Teeter – absent
Scott Stoller – absent
Heather MacDonald – present (via conference line)
Debbie Collins – present (via conference line)
Melissa Schuster – present (via conference line)

Others present:

Casey Hatcher, County of Butte (via conference line)
Carolyn Denero, EBC

3. Special Agenda

- a. Review of The Abbi Agency Contract: The marketing committee met last week to discuss the progress of activities by TAA. There have been many shortcomings with the amount of money allocated to the projects they have been working on. Review of spreadsheet with many issues/errors. Most of the projects that are worked on require a lot of revisions and don't impress the marketing committee. The project has been tedious with a group that isn't the best partner for what EBC needs. Advisor Schuster – she is

confident that the marketing committee is making the right call. All indications point to the fact that EBC should cancel the contract and move on.

- i. Recommendation to cancel contract.

MOTION to cancel the current contract with The Abbi Agency, giving them 30 days' notice as required. (Motion: Smith; Second: Johansson). Roll call: Spangler – Aye, Smith – Aye, Franklin – Aye, Macarthy – Aye, Johansson – Aye, Saddique – Aye, Billah – Aye. Ayes 7, No 0, Abstain 0. Passed 7-0.

Additional comments: TAA has been given more than a second chance and things were still missing. Make sure to follow up with Carl Ribaud to let him know what is happening. Might be a good time to ask Porter CO if they could help EBC.

The contract termination letter will be sent to the board of directors for review; it has already been reviewed by EBC's attorney.

- b. Request for Proposal

- i. Recommendation to approve and post advertising RFP: Draft Advertising Services RFP was included in board packet for review. The RFP would be created to work with an advertising agency for creative and ad buying. It would not be inclusive of all the elements TAA had been working on. Reviewed a few questions had by board and advisors. Notes taken for revisions.

MOTION to approve the RFP with revisions as noted during the meeting. (Motion: Macarthy; Second: Johansson). Roll call: Spangler – Aye, Smith – Aye, Franklin – Aye, Macarthy – Aye, Johansson – Aye, Saddique – Aye, Billah – Aye. Ayes 7, No 0, Abstain 0. Passed 7-0.

- c. San Francisco Chronicle – purchasing recommendation

Recommendation to approve contract for service to cover SF Chronicle and may include creative assets: Because of the very short deadline to collect, organize, and produce the piece for the SF Chronicle, the marketing committee would like to request permission from the full board to make purchasing decisions for elements to make the piece successful. At this point EBC has 2 proposals for the work and needs one more per the purchasing policy. **MOTION** to give the marketing committee authority to move forward with an agency for the SF Chronicle story development in line with approved purchasing policy. (Motion: Spangler; Second: Johansson). Roll call: Spangler – Aye, Smith – Aye, Franklin – Aye, Macarthy – Aye, Johansson – Aye, Saddique – Aye, Billah – Aye. Ayes 7, No 0, Abstain 0. Passed 7-0.

Adjournment

Meeting adjourned at 9:45 a.m.

Minutes respectfully submitted by Carolyn Denero.

Explore Butte County Board of Directors

Property	Name	Board Director Term	Officers	Officer Term
Courtyard Marriott/Residence Inn, Chico	Brooke Smith	Jan. 2016 - March. 2018	Vice President	March 2017 - March 2018
Oxford Suites, Chico	Dori Franklin	Jan. 2016 - March. 2018	Secretary	Jan. 2016 - March 2018
University Inn, Chico	Mohammad Billah	March 2017 - March 2019		
America's Best Value Inn, Oroville	Kiran Paragji	March 2017 - March 2019		
Holiday Inn Express, Oroville	Bruce Spangler	Jan. 2016 - March. 2018	President	March 2017 - March 2018
Comfort Inn, Paradise	Haroon Saddique	March 2017 - March 2019		
Unincorporated Area Lodging	Vacant			
Community at Large	Nicole Johannson	Jan. 2016 - March. 2018		
Community at Large	Jennifer Macarthy	Jan. 2016 - March. 2018	Treasurer	Jan. 2016 - March 2018

Board Criteria:

- 3 representatives of businesses paying the BCTID Assessment within Chico.
- 2 representatives of businesses paying the BCTID Assessment within Oroville.
- 1 representative of businesses paying the BCTID Assessment within Paradise.
- 1 representative of businesses paying the BCTID Assessment within unincorporated Butte County.
- 2 representatives of the community at large with an interest in travel and tourism industry.

Board seats vacant as of March 8, 2018

Board Officer positions vacant as of March 8, 2018

Board Officer Terms:

- Presidents = 1 year
- Vice President = 1 year
- Treasurer = 2 years
- Secretary = 2 years

Explore Butte County Board of Directors

Available Board Seats (Term 1/16 - 3/18)	Nomination Committee Recommendation (Election Term 3/18 - 3/20)
Brooke Smith, Chico Lodging	Brooke Smith
Dori Franklin, Chico Lodging	Dori Franklin
Bruce Spangler, Oroville Lodging	Bruce Spangler
Vacant, Unincorporated Area Lodging	
Nicole Johannson, Community at Large	Nicole Johannson
Jennifer Macarthy, Community at Large	Casey Hatcher

January 11, 2018.

To Whom It May Concern:

Brooke Smith

Director of Sales

Courtyard/Residence Inn by Marriott

2485 Carmichael Dr. Chico CA 95928

I am interested in renewing my board position for Explore Butte County. I have been apart of the process since the beginning of formation. I find that the work and value of EBC for our county is extremely important. I bring 8 years of sales experience, and 10 years of hotel experience to the board, as well as a viewpoint from a younger demographic. I also serve on the Chico Chamber of Commerce BOD and have served in various positions with other organizations.

Thank you for your consideration.

Brooke Smith

January 11th, 2018

Dear EBC Board,

I Dori Franklin am interested in remaining a member of the EBC board because of my passion for the tourism industry as well as my motivation to generate tourism funding for Butte County. I feel for the long term economical growth of Butte County a tourism initiative is a must.

My passion for making Butte County a tourism destination I feel serves as a contribution to the board because I have past experience with successfully implementing TBID's in other destination markets in California. I will take the time needed to dedicate myself to being a proactive board member and to serve the county by encouraging tourism to our region.

Thank you for your time and consideration,

Dori Franklin
National Account Manager
Oxford Suites
2035 Business Lane
Chico, CA 95928
dorif@oxfordsuites.com
757-232-9247

January 3, 2018

Holiday Inn Express Oroville
550 Oro Dam Blvd.
Oroville, CA 95965
t: 530.534.5566
f: 530.534.5599
hixoroville@lotusgmtinc.
1.800.HOLIDAY
hiexpress.com



Explore Butte County
PO Box 2154
Chico, CA 95927

Explore Butte County Board of Directors,

I would like to officially place my name as a nominee for Director of the Explore Butte County Board (Oroville Jurisdiction). I have served in the Hospitality Industry for 15 years and the last 6 years has been in Butte County. My knowledge in the industry and my experience with the formation and operation of Explore Butte County provides me unique experience for the position.

The Property I represent:

Holiday Inn Express & Suites Lake Oroville
550 Oro Dam Blvd E
Oroville, CA 95965

Thank you



Bruce Spangler, CHA
General Manager

From: [Jennifer Macarthy](#)
To: [Jennifer Macarthy](#)
Subject: RE: Board of Directors - Nominations
Date: Friday, January 12, 2018 11:09:16 AM

----- Forwarded message -----

From: **Nicole Johansson** <nicole@lodestarfarms.com>
Date: Thu, Jan 11, 2018 at 3:45 PM
Subject: Re: Board of Directors - Nominations
To: Bruce Spangler <bruce.s@lotusmgmtinc.com>

Nicole Johansson
Marketing & Communications Manager
Enloe Medical Center
[1531 Esplanade](#)
[Chico, CA 95926](#)

Founder and Executive Director
Sierra Oro Farm Trail
[2580 Feather River Blvd.](#)
[Oroville, CA 95966](#)

Owner, Lodestar Olive Oil
[3719 Foothill Blvd.](#)
[Oroville, CA 95966](#)

Interesting in continuing the work we've started and using my marketing experience to forward the needs, objectives and goals of the Explore Butte County Board of directors.

Thank you,
Nicole Johansson

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Butte County Administration

Shari McCracken
Interim Chief Administrative Officer

25 County Center Drive, Suite 200
Oroville, California 95965

T: 530.552.3300
F: 530.538.7120

buttecounty.net/administration

Members of the Board

Bill Connelly | Maureen Kirk | Steve Lambert | Doug Teeter | Larry Wahl

January 10, 2018

Bruce Spangler
President, Explore Butte County Board of Directors
PO Box 2154
Chico, CA 95927

Dear Mr. Spangler.

Thank you for the opportunity to express my interest in the Community at Large seat on the Explore Butte County Board of Directors for the term beginning April 2018. Watching this organization form and grow since the district established in 2015 has been exciting. As you know, I worked hand in hand with the lodging businesses to navigate the formation process and ultimately form the countywide Tourism Business Improvement District (TBID). As the primary staff member from the local agency involved with the TBID formation, I gained valuable experience related to the district formation and governance, as well as the objectives outlined in the Management District Plan. I bring that experience and dedication with me as a potential Board Member for Explore Butte County.

As the Butte County Economic and Community Development Manager, I oversee the County's tourism-related activities. The County works closely with Explore Butte County and recognizes the value this organization has promoting Butte County as a tourism destination. Tourism is an important industry sector in Butte County and is recognized in the Butte County Regional Economic Development Strategy. I am interested in bringing my experience with the TBID and tourism-related activities and promotion to the Explore Butte County Board. Please see my details below.

Casey Hatcher
Economic and Community Development Manager
Butte County
25 County Center Drive, Oroville, CA 95965

Thank you for your consideration. Please contact me directly at (530) 552-3336 with questions.

Regards,

Casey Hatcher

Advisor Positions – Summary of Letters of Interest Received

Debbie Collins (2/6/18)

Explore Butte County Board of Directors:

The City of Chico respectfully requests that you consider re-appointing Management Analyst Debbie Collins to one of the Explore Butte County advisor positions representing Chico.

Deborah M. Collins
Management Analyst
City of Chico, City Manager's Office
P.O. Box 3420 / 411 Main Street
Chico, CA 95927 / 95928

The City of Chico values its partnership with Explore Butte County and desires to continue its active involvement in the promotion of tourism and economic development in Butte County through participation in an advisory capacity to the Explore Butte County Board of Directors.

Thank you for your consideration.

Betsy Yarbrough (2/8/18)

1. Betsy Yarbrough
2. Account Executive
3. Action News Now – KHSL KNVN
4. [3460 Silverbell Road Chico CA 95973 \(office\); 307](#) Southbury Lane Chico CA 95973 (home)
5. The advisory board nomination process was brought to my attention by Nicole Johansson, Board Member for Explore Butte County. I have been in promotions and sales/marketing for over 15 years, in Northern California. I have a daily pulse on the world of advertising, with regard to its trends and efficiencies. Having helped grow countless businesses in Butte County and surrounding counties, I know what it takes to reach the right audience, work with budgets and I pride myself on educating my clients on the world of advertising. My expertise lies specifically in broadcast television advertising and digital advertising. I am confident meeting with “cold” businesses to uncover their “pain.” Once that “pain” is uncovered, I make a custom plan designed to fix that “pain” over time, through a proper marketing campaign. I teach business owners the fundamentals of a “proper” marketing campaign, one that yields results and return on their investment. I believe having a marketing know-how on the advisory board makes sense. In addition to these skills, I have a personal interest in the success of Butte County. I went to college at Chico State, met my husband there, and have made roots in Butte County. My husband and I own a small business in Downtown Chico and are very much seeking more tourism to our area.

Thank you for your consideration.

Regards,

Betsy Yarbrough
Account Executive
[530.893.6566](tel:530.893.6566) | byarbrough@actionnewsnow.com

Kelsey Torres (2/21/18)

Hello!

I would like to put in my nomination for an Advisor for the Explore Butte County Advisory Board:

Kelsey Torres
Associate Vice President
Chico Chamber of Commerce
[441 Main St., Chico CA 95973](#)

Thank you for your consideration of appointing me as an Advisor for the Explore Butte County Advisory Board. I am interested in this position because of my role at the Chico Chamber of Commerce. As the Associate Vice President for the Chico Chamber I am heavily involved in all aspects of the business community and community as a whole, as well as oversee the Visitor Center for Chico. I feel I would be a good reference for the Advisory Board to give input when and where needed.

Thank you!

Kelsey Torres
Associate Vice President
Chico Chamber of Commerce & Visitor Center
P.O. Box [3300, 441 Main Street Suite 150, Chico CA 95927](#)
Tel: [\(530\) 891-5556 ext. 307](#)
Fax: [\(530\) 891-3613](#)
kelsey@chicochamber.com
www.chicochamber.com

Heather MacDonald (2/22/18)

(Attached Document)

Evie Cameron (2/22/18)

I am submitting myself for nomination to an advisory position for the board of Explore Butte County.

Name: Evie Cameron
Title: Broker Associate
Business: Blue Team Realty, Inc.
Address: 6141 Center Street, Paradise CA 95969

Reason for seeking position:

I am an active member of the Paradise and Chico community, not only as a realtor, but as a resident. I am a member in good standing of the Paradise Rotary 5160, Paradise Elks Lodge 2026, Paradise Women's Elks Club and Paradise Chamber of Commerce. I am on the board of, and a docent at, the Chico Community Observatory. I believe this is an exciting, interesting, safe, creative and supportive community to live and work in. My daughter and her fiancé live and work here, and both are graduates of Chico State University.

Having the opportunity to share the activities and resources that make this community so special would mean a lot to me. I would enjoy working with a group of people who also love it here, and are excited to share that love. I look forward to promoting the opportunities to enjoy a healthy, outdoor lifestyle, excellent education, music, theater, farmers' markets, street fairs, and science and art museums. What a wonderful life we enjoy here! I want everyone to know about it, and come enjoy it with us.

Sincerely,
Evie Cameron, Broker Associate

Blue Team Realty
6141 B Center Street
Paradise, CA 95969
[530-961-3400](tel:530-961-3400) **Main Office**

Jennifer Macarthy (2/28/18)

(Attached Document)



Butte County Administration

Shari McCracken
Interim Chief Administrative Officer

25 County Center Drive, Suite 200
Oroville, California 95965

T: 530.552.3300
F: 530.538.7120

buttecounty.net/administration

Members of the Board

Bill Connelly | Maureen Kirk | Steve Lambert | Doug Teeter | Larry Wahl

February 21, 2018

Board of Directors
Explore Butte County
PO Box 2154
Chico CA 95927

Re: Advisory Board Nomination

Dear Board of Directors:

I have had the privilege to serve as an advisory board member for Explore Butte County representing the unincorporated area of the County for the past year. I have gained knowledge and insight into the tourism industry in Butte County and helped to move the initiatives of Explore Butte County forward. I am requesting an appointment to the advisory board for the next year to continue to promote Butte County as a tourism destination.

As an economic and community development professional, I have experience marketing Butte County to potential businesses as an ideal place to live, work, and play. I have worked on outreach materials and prepared proposals for interested businesses. I have knowledge of the County as a whole, including benefits and assets it has to offer visitors in the recreational, retail, restaurant, and lodging areas. Appointing me as an advisory board member supports continuity within Explore Butte County membership so that traction is not lost.

In the past year, I have worked closely with Explore Butte County staff on the State Fair Exhibit, the brand launch party, and the development of the Zone Marketing Grant Guidelines. I look forward to continuing to work on the State Fair Exhibit, the State Capitol Display, Business Ambassador Program, and the awarding of Zone Marketing Grants, just to name a few.

In my position at Butte County, I had the opportunity to see the formation of Explore Butte County and the following development of Explore Butte County into the organization it is today. It would be a pleasure to continue the work of Explore Butte County. Thank you for your consideration.

Sincerely,

Heather MacDonald
Management Analyst, Associate
Butte County Economic and Community Development
25 County Center Drive, Suite 213
Oroville CA 95965



February 28, 2018

Explore Butte County
PO Box 2154
Chico, CA 95927
(sent via email)

RE: Explore Butte County Advisory Board Position

To Whom it May Concern,

Please accept this letter as an expression of interest in the position of Advisor with Explore Butte County. My work to expand regional tourism began in 2013 when I was employed with Butte County. In my role as Community and Economic Development Manager, I worked to study opportunities for expansion of the tourism industry, and ultimately assisted in the creation of what is now the Butte County Tourism and Business Improvement District, Explore Butte County.

In January 2016 I had the honor of being elected to serve as Community-At-Large Board Member for the TBID. During my time on the Board I was elected Treasurer, chaired the Finance Committee, acted as a member of the Marketing Committee, assisted the State Fair Committee, and chaired the Nomination Committee. In addition to my work on various committees, I have also assisted with administrative duties and policy development.

While I enjoyed my participation on the Board, and am proud of the accomplishments made during my time in office, due to the time intensive nature of the position, I not seeking re-election. However, I am extremely interested in continuing on with Explore Butte County in an Advisor role, and feel that I have the background and knowledge to continue to contribute to the organization.

My currently employment is as Director of ADVANCE – North State, a regional organization serving Butte and Glenn Counties. Therefore, I am requesting you consider appointing me to a countywide Advisor position. Thank you for your consideration.

Sincerely,

Jennifer Macarthy

Explore Butte County
Balance Sheet
As of January 31, 2018

	Jan 31, 18
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	987,660.94
Total Checking/Savings	987,660.94
Total Current Assets	987,660.94
TOTAL ASSETS	987,660.94
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2300 · TCB Credit Card	1,282.59
Total Credit Cards	1,282.59
Total Current Liabilities	1,282.59
Total Liabilities	1,282.59
Equity	
3200 · Unrestricted Net Assets	868,372.71
Net Income	118,005.64
Total Equity	986,378.35
TOTAL LIABILITIES & EQUITY	987,660.94

Explore Butte County Profit & Loss Budget vs. Actual January 2018

	Jan 18	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	216.85	637.50	-420.65
4300 · Chico	133,923.57	48,450.00	85,473.57
4400 · Oroville	28,950.73	11,475.00	17,475.73
4500 · Paradise	0.00	3,187.50	-3,187.50
4000 · Program Income - Other	0.00	0.00	0.00
Total 4000 · Program Income	163,091.15	63,750.00	99,341.15
4800 · Other Types of Income			
4810 · Interest Income	15.58	0.00	15.58
Total 4800 · Other Types of Income	15.58	0.00	15.58
Total Income	163,106.73	63,750.00	99,356.73
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	4.34	12.50	-8.16
5300 · 2% Fee - Chico	2,678.47	950.00	1,728.47
5400 · 2% Fee - Oroville	579.01	225.00	354.01
5500 · 2% Fee - Paradise	0.00	62.50	-62.50
Total 5000 · 2% Fee	3,261.82	1,250.00	2,011.82
Total COGS	3,261.82	1,250.00	2,011.82
Gross Profit	159,844.91	62,500.00	97,344.91
Expense			
6000 · Sales and Marketing Expense			
6005 · Capital Display	0.00	417.00	-417.00
6010 · Conferences	46.47	417.00	-370.53
6015 · Contract services - Marketing	4,728.00	583.00	4,145.00
6020 · Dues and Memberships	0.00	333.00	-333.00
6040 · Marketing contracts	29,184.92	29,117.00	67.92
6050 · Meals	45.76	167.00	-121.24
6055 · Staffing	0.00	5,133.00	-5,133.00
6060 · State Fair Exhibit	0.00	1,250.00	-1,250.00
6070 · Website	0.00	83.00	-83.00
6000 · Sales and Marketing Expense - Other	0.00	416.00	-416.00
Total 6000 · Sales and Marketing Expense	34,005.15	37,916.00	-3,910.85
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	0.00	5,417.00	-5,417.00
Total 6900 · Zone and Micro-Marketing	0.00	5,417.00	-5,417.00
7000 · Administration Expenses			
7010 · Advertising	0.00	167.00	-167.00
7020 · Bank fees	0.00	8.00	-8.00
7030 · Conference, Convention, Meeting	0.00	42.00	-42.00
7040 · Contract services	1,872.00	250.00	1,622.00
7050 · Education	0.00	208.00	-208.00
7055 · Filing fees/ taxes	0.00	8.00	-8.00
7058 · General Administration	5,550.00	1,725.00	3,825.00
7060 · Insurance	0.00	250.00	-250.00
7070 · Meals	152.37	167.00	-14.63
7080 · Membership dues	0.00	17.00	-17.00
7085 · Miscellaneous	0.00	42.00	-42.00
7090 · Office supplies	0.00	208.00	-208.00
7100 · Postage	0.00	41.00	-41.00
7110 · Printing and Copying	76.56	84.00	-7.44
7120 · Professional fees - Accounting	0.00	1,000.00	-1,000.00
7130 · Professional fees - Legal	0.00	416.00	-416.00
7140 · Promotion	0.00	8.00	-8.00

Explore Butte County
Profit & Loss Budget vs. Actual
January 2018

	Jan 18	Budget	\$ Over Budget
7145 · Rent/ Office Space	0.00	1,000.00	-1,000.00
7150 · Rent/ Storage	135.00	67.00	68.00
7155 · Staffing	0.00	2,200.00	-2,200.00
7160 · Subscriptions	48.19	84.00	-35.81
7180 · Telephone, Telecommunications	0.00	50.00	-50.00
7190 · Travel	0.00	83.00	-83.00
7000 · Administration Expenses - Other	0.00	0.00	0.00
Total 7000 · Administration Expenses	7,834.12	8,125.00	-290.88
8000 · Contingency	0.00	1,625.00	-1,625.00
9000 · Collection Expense	0.00	1,084.00	-1,084.00
Total Expense	41,839.27	54,167.00	-12,327.73
Net Ordinary Income	118,005.64	8,333.00	109,672.64
Net Income	118,005.64	8,333.00	109,672.64

Explore Butte County
Profit & Loss
January 2018

	Jan 18
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	216.85
4300 · Chico	133,923.57
4400 · Oroville	28,950.73
	163,091.15
Total 4000 · Program Income	
4800 · Other Types of Income	
4810 · Interest Income	15.58
	15.58
Total 4800 · Other Types of Income	
	15.58
Total Income	163,106.73
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	4.34
5300 · 2% Fee - Chico	2,678.47
5400 · 2% Fee - Oroville	579.01
	3,261.82
Total 5000 · 2% Fee	
	3,261.82
Total COGS	3,261.82
Gross Profit	159,844.91
Expense	
6000 · Sales and Marketing Expense	
6010 · Conferences	46.47
6015 · Contract services - Marketing	4,728.00
6040 · Marketing contracts	29,184.92
6050 · Meals	45.76
	34,005.15
Total 6000 · Sales and Marketing Expense	
7000 · Administration Expenses	
7040 · Contract services	1,872.00
7058 · General Administration	5,550.00
7070 · Meals	152.37
7110 · Printing and Copying	76.56
7150 · Rent/ Storage	135.00
7160 · Subscriptions	48.19
	7,834.12
Total 7000 · Administration Expenses	
	7,834.12
Total Expense	41,839.27
Net Ordinary Income	118,005.64
Net Income	118,005.64



January 2018 Recap of Efforts

« The Abbi Agency »

« Performance Insights: January »

Insights from January's performance include:

- **Website:** Unique Visitors per Month (UVMs) reached 7,727, exceeding the target monthly amount of 7,500
 - Website focal points are increasing audience engagement with the site and decreasing bounce rate
 - Bounce rate decreased by 0.96%, and average session duration increased by 8.25%, and pages per session increased by 1.13%
- **Advertising:** Efforts were focused on optimizing campaign for lower cost per click and higher click-through rate, as well as a gradual decrease of bounce rate
 - Performance improved from December, as the CPC dropped 6 cents and the CTR increased by 33%. Bounce rate has started a gradual decline, which will be maintained as a focal point.
- **Public Relations:** With major coverage around the Snow Goose Festival and Ladybug Migration, the outdoor recreation pillar was highlighted to target markets
- **Social Media:** While impressions increased and content received favorable engagement, engagement rate decreased slightly due to end of Advent(ure) calendar. Engagement will be a focal point for February
 - A focus on Instagram growth with video content and boosting support proved fruitful, with a 17% increase in Instagram followers (the largest increase since page launch)

« Performance Dashboard: January »

Advertising & Creative

KPI: Awareness; Website Traffic

Month	Impressions	Website Clicks	Video Views
Jan.	777,929	12,688	4,894
Dec.	516,656	5,008	3,960
Growth	+50.5%	+153%	+23.5%

Current Campaigns:

- SEM Brand Building
- Social Media Video

Digital Content

KPI: Awareness

Month	UVMs	Bounce Rate	Time on Site
Jan.	7,727	82.48%	0:35
Dec.	4,857	83.28%	0:32
Growth	+59.1%	-0.96%	+8.25%

Additional Efforts:

- SEO and Content Strategy finalized
- Development of first “story” drafted
- Additional design and web projects (see slide 13)

Public Relations

KPI: Brand Awareness

Month	Placements	Ad Equivalency	Leads
Jan.	15	\$10,347	20
Dec.	0	0	5
Growth	+100%	+100%	+300%

Note: December and January are not extremely comparable

Key Themes & Pitches:

- Holiday Events, Winter in Butte County, (Olive and Citrus harvest, Outdoor recreation), Ladybug & Bird Migration (Snow Goose Festival)

Social Media

KPI: Awareness; Engagements

Month	Posts	Impressions	Page Engagements
Jan.	75	375,212	2,527
Dec.	99	267,581	3,097
Growth	-24.3%	+40.2%	-18.4%

KPI: Website Traffic; Audience Growth

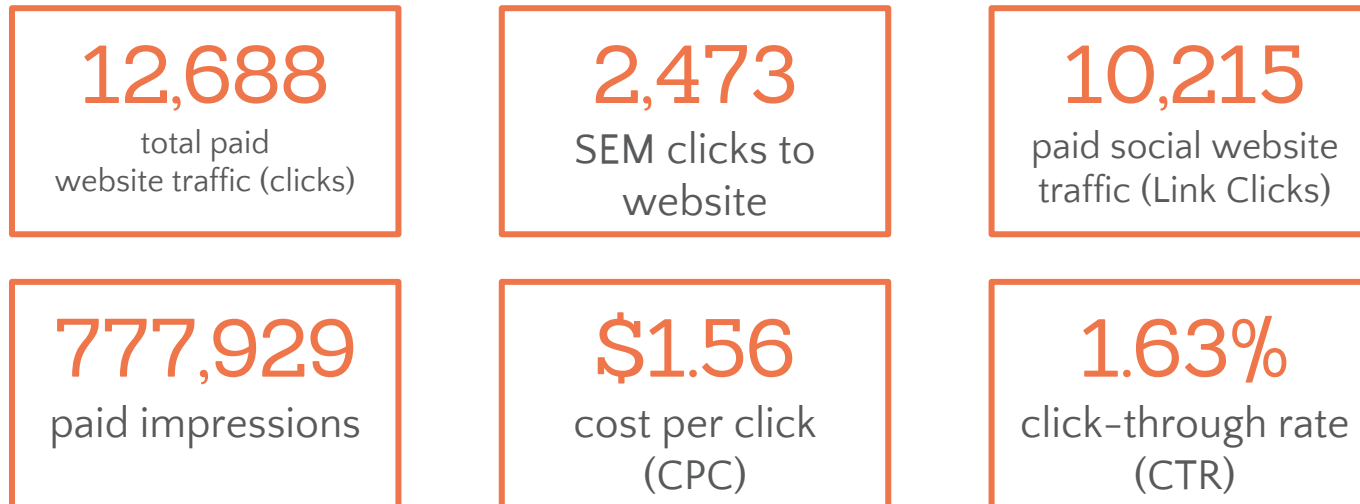
Month	Social Web Traffic (Link Clicks)	New Followers
Jan.	5,794	140
Dec.	211	232
Growth	+0.5%	+118.9%

« Advertising: Overview »

During January 2018, The Abbi Agency managed and optimized 2 current digital advertising campaigns:

- SEM Brand Building: Targeting by geography and search terms
- Social Media Video: Targeting by geography, demography & interests; run through Facebook & Instagram
 - January Featured Video: Casual Adventurer

From January advertising efforts, result highlights include:



« Advertising: Audience Drilldown »

During January 2018, all advertising efforts were targeted to the target drive market audience:

- By Geographic Area: Reno, Sacramento–Stockton–Modesto, San Francisco–Oakland–San Jose
- By Persona: In December and January, persona targeting was focused around the Casual Adventurer

An overview of reached and engaged audiences includes:

- **Social Video Ads:**
 - The Male audience generated 73.5% of all Link Clicks; specifically, Males aged 55–64 were a high performer.
 - The San Francisco DMA drove 61% of all clicks while Sacramento drove 30% and Reno drove 4%. The other 6% was between Monterey and Fresno and Chico.
- **SEM (Google Adwords):**
 - 68% of the clicks are males vs. female, with the largest % coming from the 24–35 age group.
 - The San Francisco Bay Area accounted for 51% of SEM clicks in January.

« SEM Performance »

SEM Campaign Overview

- Targeting: Targeting by geography and search terms
- Ad Groups Overview: Targeting by geography, demography & interests; run through Facebook & Instagram
- Examples of Creative:

[Butte County California - Explorers Welcome](#)
Ad [explorebuttecounty.com/stay/lodging](http://www.explorebuttecounty.com/stay/lodging)
Find the perfect place to relax & recharge while exploring Butte County!
<http://www.explorebuttecounty.com/stay/lodging/>

[Explore Butte County - Explore the Unexpected](#)
Ad [explorebuttecounty.com/arts/](http://www.explorebuttecounty.com/arts/)
Immerse yourself in Butte County's vibrant art community!
<http://www.explorebuttecounty.com/explore/#explore-arts-and-shows>

From January advertising efforts, result highlights include:

- Impressions: 479,402
- Clicks: 2,473
- Click-through Rate (CTR): 0.52%
 - CTR increased by 33.3% between December and January
- Cost per Click (CPC): \$2.62
 - CPC decreased by 2.2% from December to January

« SEM Insights »

- **Performance Insights:** The “Hiking” keyword proved to be the most efficient in driving clicks, with the lowest CPC of \$2.55, although the “fishing” category drove 38% of all clicks in January. Performance continued to improve from December, as the CPC dropped 6 cents and the CTR increased by 33%!
- **Audience Insights:** 68% of the clicks are males, with the largest % coming from the 24–35 age group. The San Francisco Bay Area accounted for 51% of SEM clicks in January.
- **Benchmarks:** The travel industry’s SEM benchmarks are: 2.18% CTR and \$1.55 CPC. We are currently at 0.52% CTR and \$2.62 CPC. We are continuing to improve MoM so we will soon meet and surpass these benchmarks.
- **Bounce Rate:** By continuing to optimize and reach users who are more and more qualified and interested in learning more about Butte County, we will drive our bounce down significantly each month. In December, we saw that most people were interested in fishing keywords, so this month we increased spend to this keyword and drove 958 people to click based on this keyword, driving them to the most specific page possible:
explorebuttecounty.com/explore/fishing/
- **ROI:** We have driven awareness to 479,402 users and 2,473 people to click, ultimately driving a positive return on the \$5,000 investment in January.

« Paid Social Performance »

Social Campaign Overview

- Targeting: Targeting by geography and interests
- January Creative: Casual Adventurer Video (see right)

From January advertising efforts, result highlights include:

- Impressions: 298,527
- Reach: 113,871
- Frequency: 2.62
- Link Clicks: 10,215
- Click-through Rate (CTR): 3.42%
- Cost per Link Click (CPC): \$0.51
- Video Watches at 100%: 4,894

**Explore Butte County**
Sponsored · 

Explore breathtaking waterfalls, stunning hikes and biking trails, and other off-the-beaten path adventures in Butte County. Plan your getaway now.



Explore Hiking, Biking, Boating and more in Butte County [Learn More](#)

« Paid Social Insights »

Key Insights:

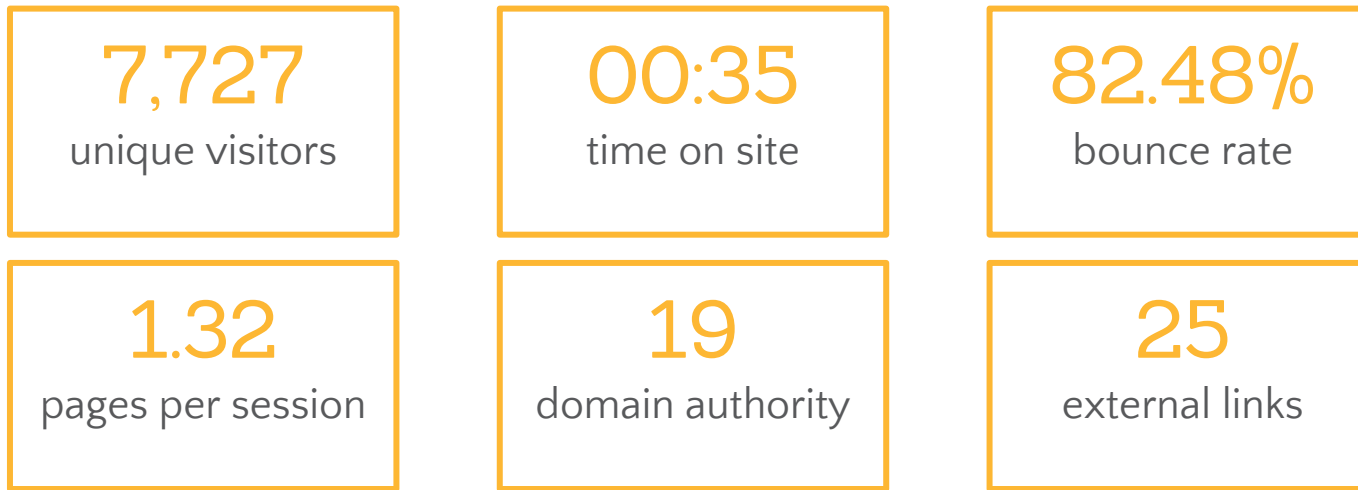
- The Male audience continues to be a high performer for Link Clicks / Traffic.
- Testing additional creative, as currently planned, may add insight / opportunity for diversified audiences in coming months. The primary audience is within the 55-64 range.
- Females make up 23% of impressions and link clicks, 26% of reach
- Males make up 77% of impressions and link clicks, and 74% of reach

Key Optimizations:

- Retargeting pixel was placed on the website so we began using the same data to apply to Facebook. This allowed us to serve ads to users who have already displayed interest in the county.
- We also created a look-a-like audience based on the RT audience to expand our target audience.
- The majority of campaign impressions are coming from the Facebook mobile newsfeed.

« Web/SEO Performance & Insights »

During January 2017, the Explore Butte County website resulted in:



Website insights from January:

With the launch of digital advertising in December website performance has been focused around decreasing the bounce rate and increasing rich engagement to the website. To that end, website performance in January did increase as compared to December performance, including:

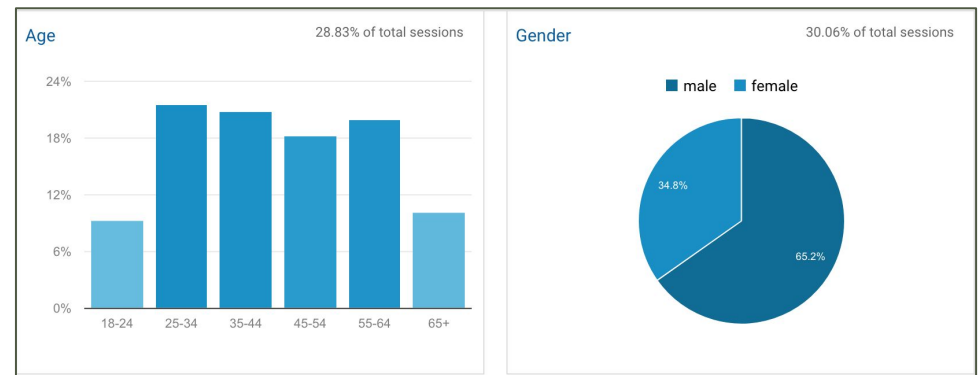
- 0.96% decrease in bounce rate, from 83.28% to 82.48%. This will continue to be a long-term effort for a gradual decrease over time
- Increase in website traffic, including a 60.15% increase in sessions and 59.09% increase in unique website users
- Increase in website engagement metrics, including 8.25% increase in average session duration and 1.13% increase in pages per session

Gradual increase in website engagement analytics will continue to be a key focal point in upcoming months.

« Website: Audience Drill-down »

During January 2018, website traffic came from some key visitor profiles:

- **Geographics:** With paid efforts targeting Explore Butte County's drive market, website traffic was primarily from these target markets:
 - Bay Area: 57.37%
 - Sacramento: 21.83%
 - Reno/Washoe County: 1.91%
- **Demographics:** The majority (65.2%) of website traffic was from males, which aligns with male ad targeting of outdoor recreation campaign creative. By age, visitors were evenly distributed between 25-64



Metro	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	8,693 % of Total: 95.55% (9,098)	80.89% Avg for View: 80.69% (0.25%)	7,032 % of Total: 95.79% (7,341)	83.01% Avg for View: 82.48% (0.64%)	1.29 Avg for View: 1.32 (-1.95%)	00:00:30 Avg for View: 00:00:35 (-13.09%)
1. San Francisco-Oakland-San Jose CA	4,987 (57.37%)	80.47%	4,013 (57.07%)	87.97%	1.17	00:00:13
2. Sacramento-Stockton-Modesto CA	1,898 (21.83%)	80.19%	1,522 (21.64%)	75.71%	1.45	00:00:55
3. Los Angeles CA	398 (4.58%)	81.91%	326 (4.64%)	84.92%	1.32	00:00:25
4. Chico-Redding CA	310 (3.57%)	71.94%	223 (3.17%)	39.35%	2.16	00:02:22
5. (not set)	195 (2.24%)	83.08%	162 (2.30%)	91.28%	1.16	00:00:21

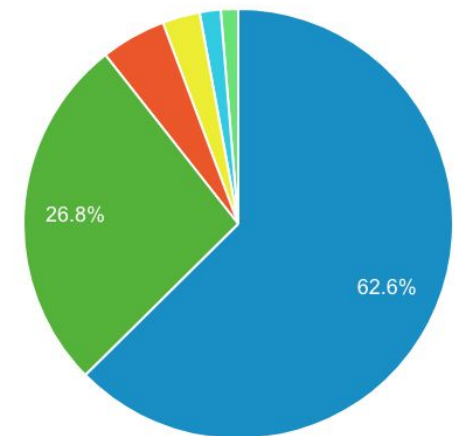
« Website: Audience Behavior »

During January 2018, website traffic fell into a few key behavior patterns:

- **Acquisition Channels:** Of the 9,098 website sessions, Paid Search and paid social media ads contributed to 89.39%. From there, the top organic acquisition channels were:
 - Direct: 4.90%
 - Organic Search: 2.82%
 - Referral: 1.58%
 - Organic Social: 1.31%
- **Content Engagement:** The top pages accessed by website visitors align with paid traffic efforts, and include:
 - Itinerary: 50.6%
 - Explore: 19.37%
 - Taste: 7.12%

Website Acquisition Channel Overview
“other” accounts for paid social

1.	■ (Other)
2.	■ Paid Search
3.	■ Direct
4.	■ Organic Search
5.	■ Referral
6.	■ Social



« Web Updates & Optimizations »

Key updates & optimizations made in January:

- Complete Website/SEO Audit
- Establish Goals, KPIs & Optimizations
- Edits to Itinerary Pages for Ad Campaigns
- About Us Updates
 - Add 2018 Tab to Meeting Agendas
 - Add “Packets” Column to Board of Directors Meetings Table
 - Zone Marketing Section
 - Board Nominations Section
- Create Nominations Page
- Finalize Website Style Guide
- Begin Updating Design of Homepage Layout
- Events Page Contact Form
- Call-to-Action pop-up design
- On-page SEO Updates to Primary Pages

Key updates & optimizations to be made in February:

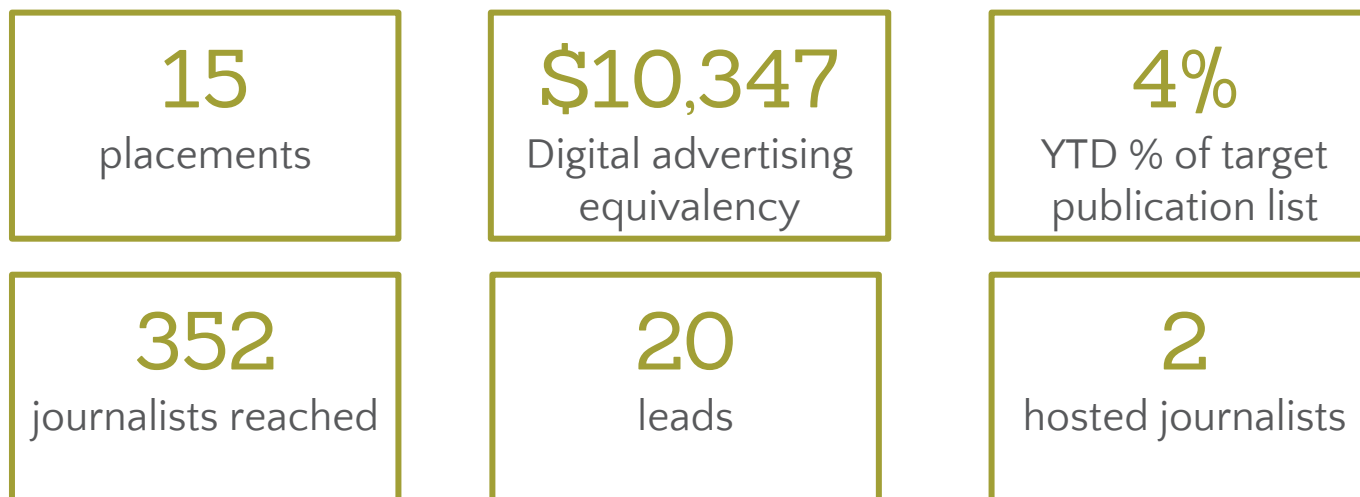
- Homepage Section Layout
- Lodging Page Randomization
- Check Page redirects
- Randomize Lodging Partners on Lodging Page
- Finalize Website Style Guide
- Update Homepage Layout
- Call-to-Action Popup development
- Explorer internal landing pages (design & development)
- Review CTA Funnels

« Public Relations Overview »

In January, The Abbi Agency executed public relations outreach on behalf of Explore Butte County:

- **Target Publications:** Regional Drive Market
- **Key Themes:** Holiday Events; Winter in Butte County: (Olive and Citrus harvest, Outdoor recreation); a burgeoning wine/beer destination
- **Notable Pitches:** Snow Goose Festival; Winter in Butte County

From Jan. 2018 public relations efforts, result highlights include:



« Public Relations Results »

Top performing public relations stories from January include:

- **Media Visit Coordination:** Ashley Colburn (Fox 11); Mari Erin Roth (Plumas News); Mellisa Paul (ABC 10 – canceled day before trip; will reschedule family-focused story)
- **Publication Highlights:**
 - NBC Bay Area, Ladybug Migration of Feather Falls
 - Fox 11 (Ashley Colburn) – *pending Feb. 2018 air date*
 - Plumas County News, Snow Goose Festival – *pending Feb. 2018 run*
- **Key Public Relations Insights:** Media efforts focused on “Winter in Butte County,” Snow Goose Festival, Bird and Ladybug Migration, and winter outdoor recreation.

[View all coverage at the Explore Butte County CoverageBook.](#)

Highlighted Placements:

NBC Bay Area, Ladybug Migration of Feather Falls

NBC Los Angeles

- Est. Coverage Views
 - Bay Area: 2,698 people
 - Los Angeles: 781,207 people
- Social Media Shares: n/a
- Avg. Domain Authority: n/a
- Est. Advertising Equivalency
 - Bay Area + Los Angeles: \$8,012
- Placement Audience: Greater Bay Area, Los Angeles



The screenshot shows a news article from NBC Bay Area's website. The page header includes the NBC Bay Area logo and navigation links for Home, News, Weather, Investigative Unit, and Sports. The main headline is "The Ladybug Migration of Feather Falls" under the "worth THE trip" logo. Below the headline, it says "OUR DAILY LOOK AT DEALS AND GETAWAYS". The article text reads: "Spy the colorful insects in Plumas National Forest. By Alysia Gray Painter. Published at 5:32 PM PST on Jan 23, 2018 | Updated at 5:34 PM PST on Jan 23, 2018". There are social media sharing icons for Facebook, Twitter, and Print. A large image of a ladybug on a green leaf is featured below the text. A small caption "Ladybug" is visible in the bottom right corner of the image. At the bottom of the article, there is a short paragraph: "If you're up for a nine-mile hike and some amazing waterfall action, you could wend your way to a spot loaded with ladybugs in Plumas National Forest."

« Public Relations Additional Efforts »

During January, The Abbi Agency worked through a number of additional public relations efforts, including:

- **Media Hosting:** The Abbi Agency arranged and executed a major media trip for Ashley Colburn, TV producer for Fox11. The agency also arranged trips for Plumas County News and ABC10. Mellisa Paul from ABC10 canceled last minute, but will return to Butte in the winter season. The agency garnered leads with various freelancers within drive-markets, including the Travel Channel and SF Chron. Media relations efforts focused on the Snow Goose Festival, Olive Harvest and Olive Oil Production, Bird and Ladybug Migration, and winter outdoor recreation.
- **Desksides & VCA Meeting:** The Abbi Agency began planning and preparation for media desksides in 2018. We completed an in-person meeting with Visit California to strengthen relationships and potential for editorial/digital coverage.
- **Visit CA Content Submissions:** The Abbi Agency monitored content opportunities with Visit California throughout the month.

« Social Media Overview »

During January 2018, The Abbi Agency managed Explore Butte County social media channels, including:

- Regular weekly posting to Facebook (4-5x per week), Twitter (8-10x per week) and Instagram (4-5x per week)
- Real-time engagement with all incoming comments, messages, posts and tags
- Relationship-building with local businesses and influencers, including “liking” and following pages, reposting content and ongoing engagement

From January 2018 social media efforts, result highlights include:

375,212

social media
impressions

2,527

social media
engagements

140

new social media
followers

5,794

social media
website traffic
(63%)

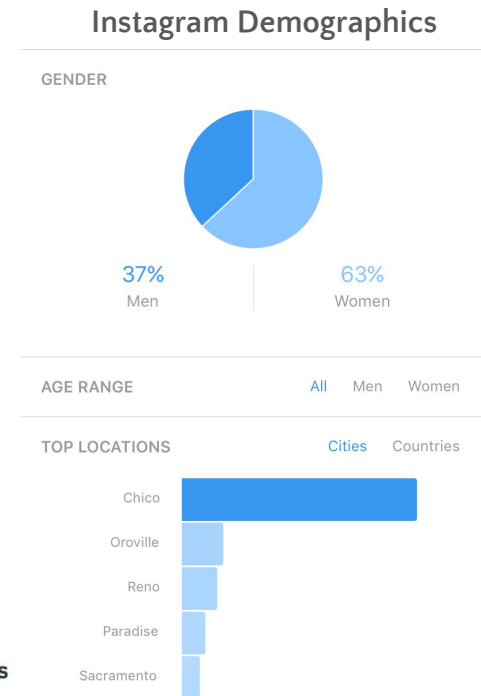
301

uses of
#ExploreButteCA

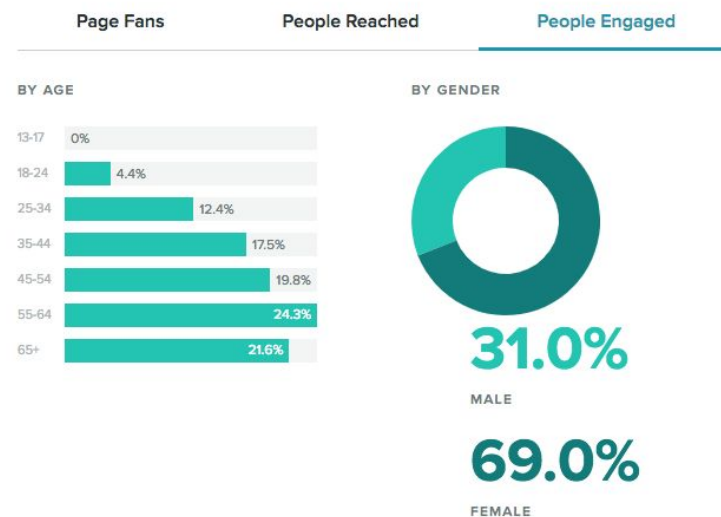
« Social Media: Audience Drilldown »

During January 2018, audiences who were exposed to or engaged by Explore Butte County's content included:

- **Facebook:** while Facebook impressions reached a 70% male audience, content primarily engaged women
- **Twitter:** Twitter fans are an even split between male and females
- **Instagram:** A majority of Explore Butte County's Instagram fans are females, and many are located in market (between Chico and Oroville). Instagram boosting budget will continue to engage out-of-market audiences with a goal of increasing traveler fans



Facebook Audience Demographics



« Social Media By the Numbers »

Facebook

- 24 published posts
- 349,966 impressions
- 1,401 engagements
- 211 post shares
- 67 new followers
- Audience Overview:
 - 30% male, 70% female
 - Top 5 cities: Chico, Oroville, Sacramento, Paradise, San Jose

Twitter

- 32 published posts
- 20,284 impressions
- 301 engagements
- 20 new followers

Instagram

- 19 published posts
- 4,946 impressions
- 825 engagements
- 55 new followers

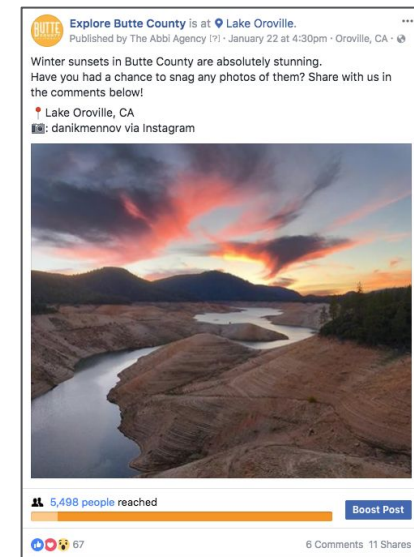
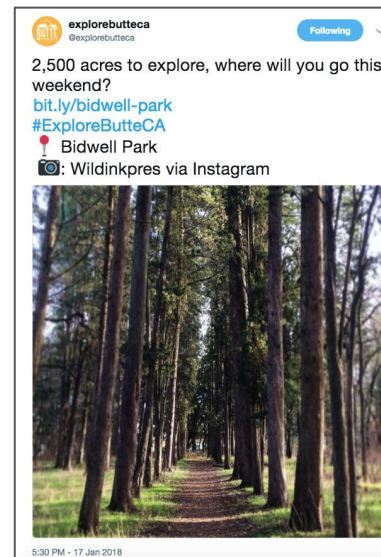
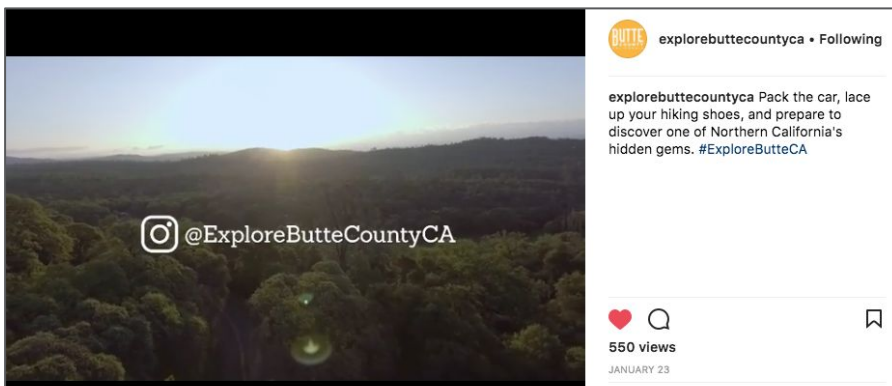
Social media insights from January:

- Facebook impressions rose by 34% and Instagram audience grew by 17%.
- Boosting ROI: We found a 17% increase in audience growth on Instagram. This was primarily because of our targeted “Explorers Welcome” boosted Instagram post focusing on page awareness.

« Social Media Highlight Posts »

Top performing social media posts from January include:

- **Facebook Post, Lake Oroville:** 5,498 reach, 85 reactions, 6 comments, 11 shares
- **Twitter Post, Bidwell Park:** 21,189 reach, 5 retweets, 10 Likes
- **Instagram Post, Explorer's Welcome Video:** 271 impressions, 112 Likes, 0 comments
- **Key Insights:**
 - January was Explore Butte County's best month on Twitter to date.
 - During the month of January, Explore Butte County's Facebook saw the highest number of overall impressions to date.
 - January was Explore Butte County's best month for total Instagram followers gained.



« Looking Ahead: February »

Advertising & Creative

Upcoming Efforts: Advertising

- Active campaigns:
 - SEM Brand Building
 - Social Media Video
- Ongoing optimizations and new creative incorporated

Upcoming Efforts: Creative

- Explorers Welcome creative build out for Mar. launch

Digital Content

Upcoming Efforts: Website & SEO

- Homepage design, itinerary design & new content additions
- Upcoming website updates: see slide 13 for comprehensive list

Upcoming Efforts: Digital Content

- January & February stories & newsletter developed and launched

Public Relations

Upcoming Efforts: Public Relations

- Media Hosting: Laura Read (VIA), Johnathan Wright (RGJ), Will McGough (freelance travel), Natasha Bourlin (Trip Advisor), Michele Bigley (Fodors Travel Guide) and Sarah Stocking (Lonely Planet) have all expressed interest in a trip.
- Events: Chico Wildflower Century Bike Race (prep)
- Visit California Content Submission: The Abbi Agency will submit regular content to the online portal.
- Desksides: The Abbi Agency will attend drive market deskmeeetings, February, 15-16 2018

Social Media

Upcoming Efforts: Social Media

- Upcoming hashtag specific holidays include #PieDay, #NationalPizzaDay. Working to create album to showcase different pizzas and pies around the community.
- Valentine's Day: Create date itinerary album showcasing romantic locations in Butte County to spend Valentine's day.
- Social Media Campaign: development and potential launch of "Backpacks and Beer" campaign



Thank you!

« The Abbi Agency »

2018 North State Economic Forecast Conference - Recap

Event Profile: EBC to have a booth and representation at the North State Economic Conference to reach visitors from other counties as well as speak with people from Butte County about EBC's efforts.

Goal: Collect email addresses for distribution list. Sierra Oro Farm Trail donated 2 tickets to Passport weekend for an enter-to-win to collect additional email addresses.

Outcome:

- Cost
 - \$500 for booth space
 - \$45 for treats to hand out
- Time
 - Preparation – 2 hours (collecting all handouts, banners, communication with organizer)
 - Set-up – 2 hours (2 people, drive to Oroville, set up backdrop and table)
 - Day of – 8 hours (1 person, set up additional elements, staff booth all day)

Results:

- Stamped 27 "event cards"
- Collected 17 business cards for the drawing
- About 50 more people stopped by the booth to pick up a sticker, brochure, or piece of candy
- Connected with a few people who are interested in helping EBC in the future, including potential advisory board members
- MANY people thought Explore Butte County was Butte County (government). Spent a lot of time letting people know who EBC is and what we do.

Recommendation:

I believe the booth supported the event as a vendor, however I don't believe it did much to connect with and/or educate the right market to reach EBC's goals. I would not recommend having a booth here again. EBC would be better served attending events in-market that connect directly with others involved in hospitality and/or tourism or where many visitors attend. Based on feedback from visitors to the booth, EBC may want to consider a revision of the name so that it is clear EBC is not Butte County government.