



Explore Butte County  
P.O. Box 2154  
Chico, CA 95927

ExploreButteCounty.com

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## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office – 326 Huss Drive, Chico, 95928

Small Board Room

Wednesday, July 31, 2019

12:00pm –1:00pm

Conference Call In Line:

<https://www.uberconference.com/carolyndenero> or

Call 720-835-5497 and use PIN 29116.

### MINUTES

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Members Present: Bruce Spangler, John Pearson, Melissa Schuster, Jennifer Leonard, Tony Catalano, Nicole Johansson (via phone).

Members Absent: Dori Franklin

Others: Ashley Baer, Carolyn Denero (via phone)

### AGENDA

1. Review & Discussion
  - a. 6-month marketing activities as per the contract with Porter Co – discussing led by Denero
    - i. Discussion was geared more toward the long-term goals of EBC and the marketing message. The current marketing strategy was built on the assets Butte County already has, building out the content to support that. At some point we need to look forward to try to build what Butte County can become as a destination.
  - b. Other marketing opportunities
    - i. VIA or SF Chronicle – Print advertising was built into the budget. The committee would like to see print ads in VIA.
    - ii. Crowdriff – Crowdriff was a recommendation made by Porter Co to help build user



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- generated content (UGC) on the EBC website and social media. Ashley has been speaking with them and they were able to offer EBC a July special pricing. EBC will sign a one-year contract for Crowdriff and begin implementation right away. The budget item will come from the creative services line item.
- iii. American Airlines - Opportunity to advertise in Hemispheres print magazine on the airlines and/or have a :15 commercial run in-air. Prices range from \$5,000 - \$30,000. There is no budget for this additional buy. Committee agreed that we are not ready for this opportunity yet.
  - iv. Madden Media - This is another agency who builds storytelling campaigns and delivers visitors to the website. They hyper-focus on one thing and build all of the content. A media buy with them was built into the 2019 budget. Committee agrees that the agency should pitch the top asset/story and run a 2-3 month campaign at the end of the year. Denero to move forward with this.
  - v. Shasta Cascade Wonderland Association - EBC is working closely with SCWA and all additional marketing opportunities that they are looking into will be forwarded to EBC for inclusion if it is a right fit.

Adjourn Meeting