



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

ExploreButteCounty.com

Board of Directors

Brooke Isenberg
*Chico - Vice
President*

Bruce Spangler
Oroville - President

Dori Franklin
Chico - Secretary

Haroon Saddique
Paradise

John Pearson
At Large

Kiran Paragji
Oroville

Mohammad Billah
Chico

Nicole Johansson
At Large

Advisors to the Board

Debbie Collins
Chico

Downtown Chico
Business Assn.
Chico

Evie Cameron
Paradise

Heather MacDonald
*Unincorporated
County*

Jennifer Leonard
*Unincorporated
County*

Melissa Schuster
Paradise

Tony Catalano
Oroville

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office – 326 Huss Drive, Chico, 95928
Small Board Room
Wednesday, January 29, 2020
12:00pm – 1:00pm

AGENDA

PURPOSE: The marketing committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

COMMITTEE MEMBERS: Nicole Johansson (co-chair), John Pearson (co-chair) Bruce Spangler, Dori Franklin, Melissa Schuster, Jennifer Leonard, Tony Catalano

AGENDA

1. Center for Economic Development – working group with Abigail from CED. Fine-tune our survey questions for look-alike communities.
 - a. Opportunity to develop our criteria for look-alike data points to identify like-markets.
 - b. Abigail will be able to better-answer questions about what CED can provide.
2. Tehama Group – working with Chico State Group
 - a. Intro and update
3. International Media Marketplace Update
 - a. Focused on new marketing for EBC. Influencers, bloggers, editorial teams. How to reach a broader audience.
 - b. Public relations and how we're going to
4. EBC Logo and Branding
 - a. Are we ready to go back to the drawing board?

Adjourn Meeting