



Explore Butte County
P.O. Box 2154
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ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office – 326 Huss Drive, Chico, 95928
Small Board Room
Thursday, November 27, 2019
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. Madden Media campaign update
2. Research & Data
 - a. Proposal from CED
 - i. California “hotspots”
 - ii. Value of a visitor
 - b. DMA West
 - i. Value of a visitor guide
3. Public Relations RFP
 - a. Review & discussion of draft: scope, cost
4. Strategic Planning (review Resonance ideas)
 - a. Identify if this is a marketing committee discussion or board discussion
 - b. If marketing committee - identify the scope of an RFP
5. Brainstorm “big ideas” for 2020 and budget implications
 - a. YouTube project
 - b. Event

Adjourn Meeting