



Explore Butte County
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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
Wednesday, June 26, 2019
12:00pm –1:00pm

MINUTES

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

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

Present: Nicole Johansson, Dori Franklin, John Pearson, Melissa Schuster, Jennifer Leonard, Carolyn Denero, Ashley Baer, Shelly James and Casey Catlett (via conference line)

AGENDA - [Presentation Deck](#)

1. Content Strategy (15 min) [Link to Document](#)
 - a. 18-month calendar review and approval. Review of calendar that includes paid placement and the corresponding content/earned pieces that the month will follow. Only reviewed the content for the next 6 months - will review and approve the 2020 calendar at a later meeting.
 - i. The “bleisure” campaign has been pushed a month later so it corresponds with the launching of the visitor’s guide.
 - b. As this was the first real look the committee has had at the full plan, they will review further and follow up with any questions/concerns. At this time, proposal looks good as does the content calendar.
2. Creative Review (40 min)
 - a. Printed collateral. [Link to Feedback Document.](#)

- i. Butte County map. [PDF of map.](#)
 1. The first version of the EBC map has already been printed and 1,100 have been distributed - half of that lot was given to Chico State for summer orientation packets.
 2. Committee asked to review the map and give input on what needs to be added for version 2 printing. Committee asked to make suggestions by Friday, 6/28 so they can be printed for State Fair.
- ii. Persona rack cards. Final review.
[Beer Lover pdf.](#) [Casual Adventurer pdf.](#)
[Getaway Artist pdf.](#) [College Connection pdf.](#)
[Agrifoodie pdf.](#)
 1. These follow each persona and are a quick glance for each persona. These are the final version. Ask the committee to take one last review by Friday, 6/28, so they can be printed for State Fair and distribution to lodging properties.
- iii. Visitor Guide
 1. Creative of layout. [PDF of design deck.](#) (This is not final - but a good representation of various page layouts. Viewable for progress of project.)
 - a. Review the key design elements of the guide. A lot of design has gone into the guide. Bold fonts, brand color usage, photo-forward everywhere. Limited advertisements - very curated.
 - b. Feedback - don't use the outline headlines, hard to see.
 - c. Suggestions for final cover artwork include Table Mountain or the girl in the hammock - make the activity accessible.



- d. It looks great!
 - 2. Content outline. Content Feedback Document.
 - a. Discussion about the content in the sections of the guide.
 - b. Key things discussed specifically during meeting:
 - i. Limited advertising opportunities. Curated and styled to fit the EBC aesthetic. There will be equal opportunity for businesses to buy in - but it will be a first-come, first-served situation. Once the ads are filled, it will be closed.
 - ii. Three directories to be included will be lodging, restaurants, and event venues.
 - iii. Celebrity input for the "why I love living" in my city
 - c. Asking for committee input on content suggestions by Friday, 6/24. This will allow us to assign content to our writers and photographers.
 - iv. Approval of advertising creative for 3rd quarter, based on calendar created by PCI.
Review Presentation Deck.
 - 1. Review of Outdoor Adventure creative for July and August. This is the :15 video of the family biking. Will land on outdoor adventure landing page.
 - 2. Review of Agritourism ad for August. This was created with voice over by Berton Bertagna.
3. Additional Projects (5 min)



- a. Visit California visitor guide for 2020. Potential for co-op ad.
 - i. EBC has been given a 30% discount to purchase a full-page ad in the 2020 California Visitor Guide. Total cost (before creative) is \$30,173. Includes digital views and lead generation. Committee agrees we should proceed with the commitment and create a co-op opportunity with partners. Creative will be of a "road trip" through the county, those partners can pay between \$1,700 - \$4,500 to participate. As added value, that ad will be included in the EBC Visitor's Guide.
- b. Filming in July.
 - i. PCI will be filming family water sports in Butte in mid-July.
 - ii. Have decided to remove a white water asset collection by PCI in favor of the "bleisure" assets.
 - 1. Bleisure will show 3 business/working people in Butte coming into their hotel then walking out and taking advantage of a leisure activity.
- c. Etc.
 - i. Discussed the Chico State Move-In campaign. Per information from University staff, makes more sense to target families around/after parent's weekend in October. Decision to geo-fence Chico State, downtown Chico and the hotels during move-in week, then again during parent's weekend. Cache that information and then feed them "come back" ads mid-October.

Adjourn Meeting