



Explore Butte County
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ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – AD HOC MARKETING COMMITTEE MEETING – Paradise Ridge Discussion

EBC Office – 326 Huss Drive, Chico, 95928
Small Board Room
Wednesday, August 28, 2019
11:00am –12:00pm

AGENDA

PURPOSE: Discussing who is managing the Paradise Ridge's PR message. Positioning for Camp Fire anniversary and talking points.

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

INVITED GUESTS: Monica Nolan – Paradise Ridge Chamber, Kelley Connor – Paradise Guild, Valerie Redemann – Town PIO

AGENDA

1. Introductions
2. EBC position as marketing organization for the entire county
3. Current position and talking points for recovery and rebuilding Paradise Ridge
4. Talking points for the anniversary of the fire
5. Strategy for incorporating talking points in EBC's efforts

Adjourn Meeting