



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, August 28, 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 – Discussion of the proposals; need to select the 2 campaigns to move forward with. Update the campaigns with committee recommendations for content.
2. Agritourism Campaign – Review creative and ad buy for September & October
3. Visitor Guides Update
 - a. EBC Guide
 - i. Content
 - ii. Ad sales
 - b. California Visitor Guide
 - i. Ad sales
4. Museum Weekend – Discussion of a 2020 EBC-sponsored campaign focused around museums of Butte County.
5. Restaurant Week – Dates
6. CrowdRiff – Visuals
7. Hosting SCWA 2020 Tourism Summit

Adjourn Meeting