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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, April 15, 2020

10:00 a.m. – 11:30 a.m.

Join Zoom Meeting

<https://zoom.us/j/905386881?pwd=YVNSb2JlRW9nZGVTSGRvdkpwWU4tTUT09>

Meeting ID: 905 386 881

Password: 806155

OR

+1 669 900 9128 US (San Jose)

Meeting ID: 905 386 881

Password: 806155

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

AGENDA

1. Budget Update
 - a. Review of marketing initiatives that have been removed or reduced from original 2020 budget
2. Action News Partnership
 - a. “Thank You Butte County Hospitality”
 - i. Front line workers have been serving our community from one disaster to the next, remaining in service.
3. Proposal for Reserve Funds for Recovery
 - a. Brainstorm Ideas List (list shared for feedback)
 - i. Immediate activation
 - ii. Short-term event activations
 - iii. Mid-term activation
 - iv. Regional activation
 - b. Requested direction
 - i. Which activations to plan
 - ii. Budget for each activation
4. Date for next meeting

Adjourn Meeting