



Explore Butte County  
P.O. Box 2154  
Chico, CA 95927

ExploreButteCounty.com

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## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, August 26, 2020  
12:00 p.m. – 1:00 p.m.

Join Zoom Meeting  
<https://us02web.zoom.us/j/86498774091>  
Dial by your location  
+1 669 900 9128 US (San Jose)  
Meeting ID: 864 9877 4091

### AGENDA

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**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, Melissa Schuster, Jennifer Leonard

#### AGENDA

1. Bandwango: 12–15 month plan for promoting outdoors.  
Recommendation to approve the budget and plan as given power during May board meeting.
  - a. Budget
  - b. Logistics
  - c. Swag
  - d. Top line marketing outline, media plan to follow this week.
2. SOFT Partnership:
  - a. Creation of a stay-cation with boxes?
3. Butte County Trails: marketing project or board project?
  - a. Review outline and goals of consistent trail signage
  - b. EBC can be the coordinating agency to get all parties to the table
  - c. Can EBC fund a portion of the project
  - d. Creation of a usable trails database that nobody else is doing for the area
4. Mobile Visitor Center:
  - a. Project profile information and discussion
    - i. Will it fit into our strategic direction?



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5. Brand work

- a. Brand promise - can this group commit to finishing the brand work in the next few weeks so we can develop the brand guide?

Adjourn Meeting