



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

ExploreButteCounty.com



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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, August 25, 2021
12:00 p.m. – 1:00 p.m.

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, Jennifer Leonard, Analise Uhrig, Colette Curtis, Holly Jorgensen, Marci Shadd, Melissa Schuster, Nicole Johansson, Carolyn Denero

AGENDA

1. Updates on media plan due to extended Dixie Fire
2. Discussion: What does California Wildfire Season mean for Butte County?
 - a. How does this affect our “always on” messaging?
3. North Table Mountain Ecological Reserve
 - a. Increased visitation ([SeeSource Data](#))
 - b. How can EBC partner to preserve visitation?
4. ARPA funding from Butte County
 - a. Proposal for the proposed \$600,000 ([budget proposal](#))
- i. Visit California partnership
 - i. [Wayfinding Signage](#)
- i. Event Support
 - b. Action requested: review and approve plans
5. 2022 #BikeButteCA - Update
6. Marketing Funnel ([funnels](#))
 - a. Discussion. Alignment with strategic goals.
7. EBC and Sales
 - a. [Huddle Up Group](#) - Discussion about sports tourism ([Sports Tourism Index Video](#))



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8. Content
 - a. Written
 - i. [Chico State Meats Lab](#)
 - i. [Hike Like a Local: Paradise](#)
 - i. [Clotilde Merlo Park](#)
 - b. Video
 - i. [Sacramento River Boating](#)
 - i. [Downtown Oroville: Coyote Cantina and Unicorn](#)
 - i. [Floating on the Sacramento River](#)
 - i. [Upper Park Swimming](#)
9. Items not agendaized
 - a. Winter Wonderland
 - b. Annual Media Partnerships to promote local - i.e. radio partnership sponsored by EBC
 - c. Business videos - how to brand these; do we continue making more
 - d. SOFT - [Creative Deck](#)

Adjourn Meeting



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