



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

ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, December 16, 2020

10:30 a.m. – 12:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/86411479351>

Dial by your location

+1 669 900 9128 US (San Jose)

Meeting ID:864 1147 9351

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

AGENDA

1. Big Data - Review recommended reports and data points in order to move forward Jan. 1
2. Review 2021 budget and make recommendations for annual marketing plan
 - a. Is this content aligned with strategic goals and current times?
 - b. Review videography contract
 - c. Review 2021 Content Calendar - make any changes/recommendations for coming year
3. Updates
 - a. California Visitor Guide
 - b. EBC Visitor Guide
 - c. Ashley’s monthly social media reports
 - d. Current campaigns
 - i. Birding
 - ii. 12 Favorite Things
 - e. Launching in 2021
 - i. Restaurant Week (not month)
 - ii. Hike Butte
 - iii. Museum Weekend
 - f. Mobile Visitor Center - task force leader
4. Other business not already agendized

Adjourn Meeting