



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

ExploreButteCounty.com

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**EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING**

Wednesday, July 28, 2021  
12:00 p.m. – 1:00 p.m.

Meeting via Zoom  
Join Zoom Meeting

<https://us02web.zoom.us/j/85097326359?pwd=cFZZSkNOVIRvNUU01b1dBa3RTRXlYdz09>

Meeting ID: 850 9732 6359  
Passcode: 443963

**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. Proposed Media Plan for Remainder of 2021
  - a. Discussion of items scheduled and confirmation of that plan or adjustment
  - b. Action requested - approve as is or make adjustments**
2. Certified Tourism Ambassador Program
  - a. Update on progress & discussion of renewing contract
  - b. Action requested - continue program or discontinue it**
3. Brand Refresh Proposal ([Outline](#), [Budget Proposal](#))
  - a. Review of the budget and proposal
  - b. Will this meet all our goals
  - c. Action requested - confirm the plan and budget item for September board meeting**
4. ARPA & Visit California Partnership ([What If \\_ One Sheet](#), [Co-Op Framework](#).)
  - a. Discussion of the funding opportunity
  - b. Review the VCA deck & possibilities
  - c. Action requested - direction on length of programming & plan outline**
5. 2022 #BikeButteCA - Create sub-committee
  - a. Ashley is going to head a sub-committee for this new



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- activation
- b. Action requested - volunteer to work on this project**
- 6. Content
  - a. Written
  - b. Video
- 7. Social Media Reports
  - a. Discussion about frequency of reports
  - b. Goals & KPIs
  - c. Social Media Snapshot
  - d. Website Snapshot
  - e. Action requested - decide on frequency this committee would like reports**

Adjourn Meeting