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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

**MINUTES**

PRESENT: Nicole Johansson (co-chair), John Pearson (co-chair), Bruce Spangler, Jennifer Leonard, Colette Curtis, Melissa Schuster, Carolyn Denero, Ashley Baer, Alicia Salas, Tami Travis, Shelly James

ABSENT: Analise Uhrig, Marci Shadd, Holly Jorgensen

Notes

1. Proposed Media Plan for Remainder of 2021 ([media calendar](#))
  - a. Review of the remainder of paid media calendar for 2021 and into 2022
  - b. Committee agreed that we should remove: “Move In” geo-targeted campaign and 12 Favorite Things. Begin RW media in December.
2. Certified Tourism Ambassador Program
  - a. Update on progress & discussion of renewing contract
    - i. Committee agreed to recommend cancelation of program at next board meeting.
3. Brand Refresh Proposal ([Outline](#), [Budget Proposal](#))
  - a. Reviewed the brand refresh outline, and budget. The \$55,000 budget is not within this year’s budget. If work is to begin in 2021, the Board will need to approve an allocation from unrestricted assets to begin the project.
  - b. Committee will make recommendation at board meeting.
4. ARPA & Visit California Partnership
  - a. Staff are in discussions with VCA about the leveraged media opportunities should ARPA funding from the County come to fruition. Staff will work with agency to fine-tune a recommendation that will meet tourism goals.
5. 2022 #BikeButteCA – Create sub-committee
  - a. Ashley will chair the BikeButte subcommittee. Marketing committee will be asked for input and to join the



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discussion as it gets closer to launch.

6. Content
  - a. Written
    - i. [Greenline Tour](#)
    - ii. [Pacific Crest Trail in Butte County](#)
  - b. Video
    - i. [Forks of Butte - ROUGH](#)
7. Social Media Reporting
  - a. Committee agreed they would like to see brand reports quarterly instead of monthly.

Adjourn Meeting