



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

ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, July 29, 2020
10:00 am - 12:30 pm

Join Zoom Meeting
<https://us02web.zoom.us/j/82516730121>
Meeting ID: 825 1673 0121

Dial by your location
+1 669 900 9128 US (San Jose)

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, Melissa Schuster, Jennifer Leonard

AGENDA

1. Brand Voice and Tone Exercise
 - a. PorterCo will lead the exercise to define brand voice and tone
 - b. Deliverable – agreed upon voice and tone to be used for all messaging
2. Agenda items for next committee meeting

Adjourn Meeting



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