



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

ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, June 30, 2021

12:00 p.m. – 1:00 p.m.

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. Crisis Communication
 - a. Natural Disasters and our response
2. #Freedom Campaign
3. Lodging outreach update
 - a. Rack card holders
 - b. Surprise & delight items – discussion
4. Partnership with SOFT for October
 - a. Month-long pass vs farm trail weekend
 - b. Creation of lodging packages
 - c. Ad campaign to accompany
5. 2022 #BikeButteCA – discussion
 - a. Develop the outline for how this pass will work
6. Partnership with Chico State and Parents/Alumni Weekend
7. #HikeButteCA update
 - a. Activations / participation
 - b. Wearables partnership
8. Content
 - a. Written
 - i. [Hike Like a Local: Bidwell Canyon](#)
 - ii. [National Forest Campgrounds in Butte County](#)
 - iii. [5 Kid-Friendly Water Spots](#)
 - b. Video
 - i. [Downtown Oroville & The Union](#) video selects



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- ii. [Gale Vineyards](#) video selects
9. Brand Work & Value Proposition
 - a. Public Survey Results - updated analysis
10. Social Media Reports (Please send any questions prior to the meeting so we can be prepared to answer during meeting)
 - a. [Social Media Snapshot](#)
 - b. [Website Snapshot](#)
 - c. [Reporting Q&A from May's data](#)
11. Other business not already agendized

Adjourn Meeting