



Explore Butte County
P.O. Box 2154
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ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, March 31, 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

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, Jennifer Leonard, Analise Uhrig, Colette Curtis, Holly Jorgensen, Marci Shadd, Melissa Schuster, Nicole Johansson, Carolyn Denero

AGENDA

1. Subcommittees – discussion & proposal
2. #HikeButteCA Updates
 - a. In-market to out-of-market. Review creative.
 - b. Entercom promotion update
 - c. Check In. Check Out.
3. Mobile Visitor Center – committee update
4. DMA West Tech Summit discussions
 - a. Google My Business
 - b. Data and how we use it. Case study of data analysis.
5. \$100 Visa Gift Card Promotion – do we want to consider something like this again?
 - a. Logistics
 - b. Timing
 - c. Investment
 - d. Beneficiaries of the campaign
6. Museum Weekend wrap report
7. Brand Work and Value Proposition – please complete your survey
8. Social Media Report Review
9. Other business not already agendized

Adjourn Meeting