



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

ExploreButteCounty.com

Board of Directors

Analise Uhrig
Chico - Secretary

Brooke Isenberg
Chico - Vice President

Bruce Spangler
Oroville - President

Haroon Saddique
Paradise

Jasmin Wilson
Oroville

John Pearson
At Large

Mohammad Billah
Chico - Treasurer

Nicole Johansson
At Large

Advisors to the Board

Colette Curtis
Paradise

Heather Ugie
Chico

Holly Jorgensen
Oroville

Jennifer Leonard
Unincorporated

Marci Shadd
Biggs

Melanie Bassett
Chico

Melissa Schuster
Paradise

Victoria Anton
Oroville

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, March 31, 2021
12:00 p.m. – 1:00 p.m.
Via Zoom

MINUTES

PRESENT: Johansson, Pearson, Spangler, Leonard, Uhrig, Curtis, Jorgensen, Denero, Baer. Shelly James (PorterCo)

ABSENT: Shadd, Schuster

AGENDA

1. Subcommittees – As EBC continues to grow the various projects there will be opportunity to work in smaller groups. Denero presented ideas of groups ([link](#)). Committee agreed that as needed these groups can be built.
2. #HikeButteCA Updates
 - a. As the campaign moves to out-of-area market new creative is being developed. This will lead the messaging for digital advertising and for the radio campaign in Sacramento and SF. ([Creative brief](#))
 - b. Creative of both Table Mountain and Upper Bidwell Park will be pulsed equally to offer variation of terrain.
3. DMA West Tech Summit discussions
 - a. [Google My Business](#) – this tool should be used to help elevate the entire area by having up-to-date google listings.
 - b. Can EBC work with Chambers and Business Associations, in our capacity as a DMO to add value for their members by training partner staff on the importance of Google Business.
 - c. Ashley to work directly with Google for more information and will create a template in EBC’s voice for how to move this forward.
4. \$100 Visa Gift Card Promotion – do we want to consider something like this again?
 - a. Many DMOs are working with their lodging partners to encourage bookings now that the state is opening for more leisure travel.
 - b. Yes, group would like to move this initiative forward.
 - c. Would require that hotels/lodging create their own specials and then bill EBC on the back end.
 - i. Need to bring proposal back to committee. Could



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

ExploreButteCounty.com

- use the award-winning #Freedom creative.
5. Museum Weekend wrap report ([link](#))

Adjourn Meeting