



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

ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, April 28, 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. Hike Butte – Giveback partnership proposal
2. Brand Work & Value Proposition
 - a. Public Survey Results – draft findings
3. Brand refresh – revolution of the logo. Discussion.
4. Content
 - a. Written
 - i. [Rails to Trails](#)
 - ii. [Road Trip to #HikeButteCA](#)
 - iii. [6 Kid-Friendly Hiking Trails](#)
 - iv. [Top 15 Things to do in Oroville](#) (TripAdvisor List)
 - v. [Top 20 Things to do in Chico](#) (TripAdvisor List)
 - b. Video
 - i. [Thursday Night Market](#) video selects
 - ii. [Red Suspenders Day](#) video selects
5. 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](#)
6. Other business not already agendized

Adjourn Meeting