



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

ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, May 26, 2021
12:00 p.m. – 1:00 p.m.
Via Zoom Meeting

MINUTES

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

Present: Marci, Bruce, Analise, Melissa, Shelly, Tami, Carolyn, Ashley, Nicole, John, Colette

Absent: Holly, Jennifer

AGENDA

1. Hike Butte – Giveback partnership proposal
 - a. Committee was asked to review the wearables proposal. A partnership with Upper Park Clothing would give 25% of collection sold to support Chico Velo Trail Works. After much research about who would offer the widest range of trail work, Velo’s program already has existing programs and would offer an easy way to begin supporting trails.
2. Brand Work & Value Proposition
 - a. Public Survey Results – draft findings
 - b. Once survey results were analyzed further there were a lot of spam entries. The quantitative data was reviewed; those who follow Explore Butte County use the brand to stay up to date on things to do in outdoor recreation. Many of the users are new to the brand after the #HikeButteCA activation and may skew the data if we were to compare to long-time users of the brand.
 - c. Qualitative deep dive will be done in the next month for further discussion.
3. Brand refresh – revolution of the logo. Discussion.
 - a. As EBC continues to grow brand awareness there is a disconnect between the logo and the building of the destination. Many people think EBC is Butte County administration, and that leads to confusion on what we do



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and who we are. There has also been stakeholder feedback that the logo is very governmental. As EBC moves into 2022 and continues to fine tune events, it is a good time to discuss the evolution of the branding.

- i. Not only do we need a new logo, we need to differentiate the EBC brand - the DMO tasked with promoting travel and tourism, and EBC the organization who manages a DMMO. The visitor-serving brand should always be on, fun, informative, represent the visitor-serving things to do in Butte County. The stakeholder/community focused organization should be defined so we can better interact with stakeholders in building the destination for travel and tourism. Those two sides of EBC need to be defined.
 - b. Denero has asked PorterCo to put together a proposal for a brand revolution that would include deliverables such as:
 - i. New/updated logo
 - ii. Brand style guide
 - iii. Key brand messages
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