



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

ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, October 28, 2020
12:00 p.m. – 1:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/87986644387>

Dial by your location

+1 669 900 9128 US (San Jose)

Meeting ID:879 8664 4387

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, Melissa Schuster, Jennifer Leonard

AGENDA

1. Brand work (Ashley)
 - a. Ashley will report on influencer brand archetype exercise
2. The “Voice” of EBC (Shelly)
 - a. With the campaigns we’re building to launch November 1, and into next year, are we ready for a recognizable brand voice?
 - i. Review options
3. Hospitality Campaign
 - a. Holiday-season warm welcome packages
4. Mobile Visitor Center: review comps
5. Campaign Review (this may just be a deck for committee review depending on time left)
 - a. Bird Butte CA: November 1, 3-month campaign
 - i. Creative: iconography, landing page, ads, bird bingo
 - ii. Partnerships: Altacal, hotels
 - b. EBC’s 12 Favorite Things: mid-Nov, one-month campaign
 - i. Review final list of businesses and items
 - ii. Review the calendar
 - iii. Review creative
 - c. Butte County Restaurant Month: Jan 1 – Jan 31
 - i. Update on preparation
 - d. Hike Butte Pass



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- i. Update on hike list
 - ii. Update on new timeline
 - e. Innovation
 - i. Update on creative and planning for integration
- 6. SOFT Partnership - Quick review of campaign results

Adjourn Meeting