



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

ExploreButteCounty.com

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## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, September 30, 2020  
12:00 p.m. – 1:00 p.m.

Join Zoom Meeting  
<https://us02web.zoom.us/j/81250950963>  
Dial by your location  
+1 669 900 9128 US (San Jose)  
Meeting ID: 812 5095 0963

### AGENDA

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**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. INNOVATION – Discussion
2. Fourth quarter 2020, & 1st quarter 2021 plans – kicking into high gear
  - a. Event Specifics
    - i. EBC's Favorite Things
      1. Need committee to add to list and/or vote on items.
    - ii. Birding Season – Snow Goose Migration Season, not just an event
    - iii. Good News Fall
      1. Is there anything else we can add?
      2. Need to work on this for winter, too.
    - iv. Restaurant Month
      1. We will need assistance reaching out to restaurants
    - v. Hike Butte Pass
      1. Need final advice on swag items, how much to order, pass logo, etc
  - b. 2021 Overall
    - i. OOH campaign, need to research and sign contracts now
3. SOFT Partnership – New Strategy ([Behind the scenes photos](#))



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- a. Delivering boxes to every lodging property
4. Brand work - Ashley (10 minutes)
  - a. Walk-through next steps & survey
5. Other discussion items
6. Mobile Visitor Center: tabled to November

Adjourn Meeting