

Explore Butte County - Oroville Tourism Committee

Thursday, March 17, 2022

10:00 am - 11:00 am

Zoom Meeting

<https://us02web.zoom.us/j/86993747672?pwd=Y1pNaVUvaEhTTXovZWtrU1pzYmM4OT09>

Meeting ID: 869 9374 7672

Passcode: 302010

Committee Members: Amber Miland (Oroville Chamber of Commerce), Bruce Spangler (Oroville Lodging), Dawn Nevers (City of Oroville), Victoria Anton (Feather River Recreation & Park District), Aaron Wright (California State Parks), Heather Johnson (Downtown Oroville Business Association), Carolyn Denero (Explore Butte County)

Agenda

1. Attendance: Amber Miland (Oroville Chamber of Commerce), Shannon DeLong (Feather River Nature Center), Anna Kastner (Feather River Fish Hatchery), Bruce Spangler (Oroville Lodging), Ashlee Freitas (Forebay Aquatic Center), Cindy Daniluke (Oroville State Theatre), Heather Johnson (Oroville Downtown Business Association), Aaron Wright (California State Parks), Joan Bosque (Feather River Nature Center), Dawn Nevers (City of Oroville)
2. Start/Introductions: The meeting was called to order at 10:05 am.
3. Review Current Budget:
 - a. \$25,000 to spend this year. \$4,000 is rolled over from 2021.
 - b. Earmarked:
 - i. \$3,000 to print the maps.
 - ii. \$1,000 map back creative/layout.
 - iii. \$2,500 for website integration of map.
 - c. Budget:
 - i. \$5,000 Event Sponsorships
 - ii. \$10,000 Oroville Marketing
 - iii. \$10,000 Oroville Branding Campaign
4. Event Sponsorships:
 - a. Wild & Scenic Film Festival: Shannon presented on the Wild & Scenic Film Festival request for sponsorship. The film festival has had a great turn out the last two years in Oroville. The movie's total cost is \$1,350. Sponsorships would go towards advertising costs and any extra funding goes to the Classrooms on the River program. Organizations who sponsor are featured on the flyer and marketing materials. The film will show on May 21 at the Oroville State Theatre.
 - b. It was motioned and seconded (Bruce/Aaron) to sponsor the Wild & Scenic Film Festival for \$500. It was passed unanimously.

5. Map Update:
 - a. Explore Oroville Map Link: <https://www.mapsinteractive.co.uk/oroville/>
 - b. Backside Content Attached
 - c. Map Notes:
 - d. If restaurants are mentioned on the back side content, stick to restaurants who have been here awhile, like Tong Fong Low.
 - e. In the Downtown section, they want DowntownOroville.com added as a Call to Action.
 - f. In the Downtown section make sure to highlight retail shopping in the description.
 - g. In the Downtown section stick to categories when mentioning shopping like "clothing", "antiques", "gifts", etc. instead of mentioning a specific business.
 - h. There is a plan to update signage on the trails to have QR codes on them. The group discussed maybe adding QR codes to the different sections on the back cover.

6. City of Oroville Marketing RFP
 - a. The RFP had one response from the company NorthStar who worked previously with the City of Bakersfield. The company made a presentation to the Oroville City Council on April 19. The plan is for this marketing campaign to connect with other current Oroville marketing campaigns.
 - b. The overall budget for the RFP is \$300,000.
 - c. It was recommended that the committee earmarks \$10,000 of zoning funds for this marketing campaign once a plan is put together from NorthStar. The committee could add more funds in future years.

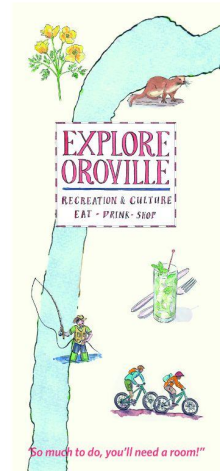
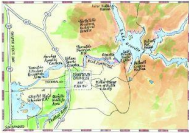
7. Advertising Campaign
 - a. The group discussed potential uses for the Advertising Campaign funds.
 - i. Joan will look into QR campaign ideas.
 - ii. Video & Photography assets for events like the DBA's First Fridays, Community Tree Lighting, Farm to Table, and other community events.
 - iii. Fund an event coordinator for community events.

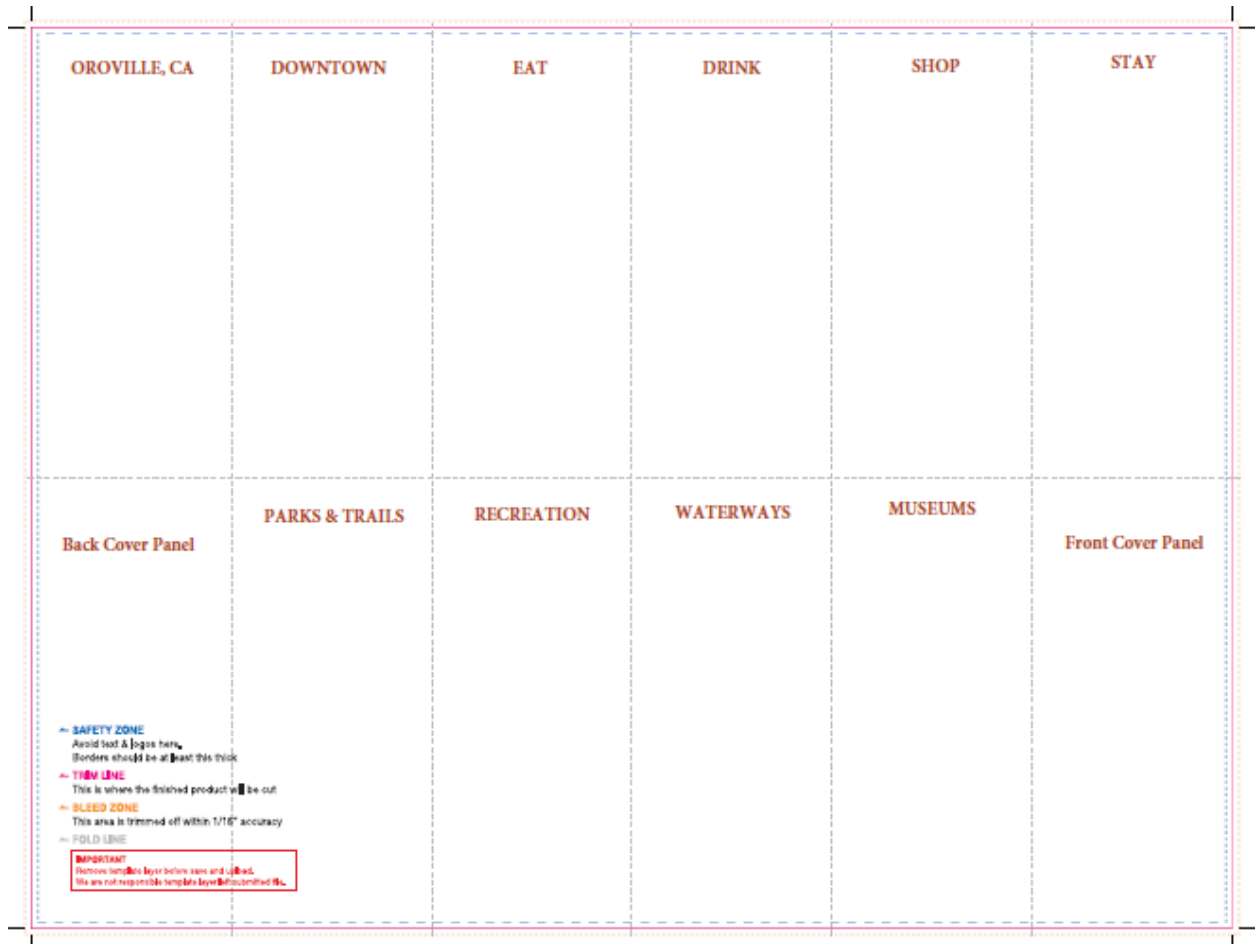
8. Next Meeting: April 21 over Zoom

9. From the Floor
 - a. Aaron will forward California State Parks information.
 - b. We will aim to start meeting in person in May.
 - c. Bruce let the group know the Wildflower Chico Velo Race is coming up. This event usually brings in over 3,000 riders.
 - d. The Chamber is hosting a March Coffee Connection at the Feather River Senior Center and their Annual Dinner at Feather Falls Casino on March 31.
 - e. On April 1 is the DBA's First Friday/Spring Fling. 100 tickets were sold last year. Event information is at DowntownOroville.com.

10. Adjournment: The meeting was adjourned at 11:05 am.

Map Update





Backside Content

OROVILLE, CA

Brief summary, history, and welcome message.

DOWNTOWN

Convention Center

Miner's Alley

State Theater

Murals

EAT

Coyote Cantina & Cocina

Mug Shots Coffee House

Nori Asian Kitchen & Sushi

Phở Noodle House

Tong Fong Low

Union

Sentence Idea: There is a variety of cuisine available in the area including asian, american, hispanic, and italian as well as desert restaurants.

DRINK

[Grey Fox Vineyards](#)

[LIVE VINE](#)

[Long Creek Winery and Ranch](#)

[Purple Line Urban Winery](#)

Union and Coyote will have guest draft beer selections. Not sure if they are too new to include as established places for unique drinks.

SHOP

[Summary or shop listings?](#)

Types of places to shop at: Interior design, clothing, antiques, shoes

STAY

[Americas Best Value Inn & Suites](#)

[Days Inn by Wyndham](#)

[Holiday Inn Express & Suites](#)

[Sunset Inn](#)

PARKS & TRAILS

[Brad Freeman Trail](#)

an intermediate 40-mile single track trail in Oroville, making it perfect for tackling all at once or different legs on different days.

[Feather River Trail \(Nature Center, Veteran's Memorial, Centennial Plaza\)](#)

[Riverbend Park](#)

[Table Mountain](#)

RECREATION

[Bedrock Skate Park](#)

Bedrock Skate and Bike Park features banks, quarter pipes, one half-pipe, pyramids, and a concrete pool with an island.

[Bedrock Tennis Courts](#)

8 courts with lighting, including 2 pickleball courts.

[Forebay Aquatic Center](#)

[Lake Oroville State Recreation Area](#)

Encompassing the trails, marinas, and campgrounds around Lake Oroville, the Lake Oroville State Recreation Area is a state park unit that you could spend days exploring. From camping right on the water to renting houseboats to hiking on beautiful trails with lake views, everyone can find something to enjoy around Lake Oroville.

[Oroville Wildlife area](#)

Include fishing and hunting opportunities

WATERWAYS

[Feather River/Feather River Fish Hatchery](#)

[Lake Oroville \(Bidwell Canyon Marina, Lime Saddle Marina, Oroville Dam/Spillway\)](#)

[Thermalito Afterbay](#)

[Thermalito Forebay \(North/South\)](#)

Riverbend Park's Beach?

MUSEUMS

Bolts Antique Tool Museum

The only known location of its kind in the world, **Bolt's Antique Tool Museum** is a uniquely Oroville attraction, displaying over 12,000 hand tools from across the centuries. With informational and history displays, hands-on tools, and knowledgeable docents on-hand, you'll leave with a greater appreciation of the wide range and application of hand tools.

Butte County Historical Society Museum

The Butte County Historical Society Museum tells the stories of the lives of people in Butte County from the early mining days to the present time.

Chinese Temple

Chinese laborers from the pioneer era established the Temple as a place of worship for followers of Chinese Popular Religion and the three major Chinese religions: Taoism, Buddhism, and Confucianism. The Chinese Temple and Garden has an extensive collection of artifacts and a serene garden to enjoy.

Ehmann Home Museum

Pioneer History Museum

Feather River Nature Center

Lott Home

Lake Oroville Visitor Center