

## Explore Butte County - Oroville Tourism Committee: Zone Marketing

Tuesday, November 23, 2021

1:00 p.m. - 2:00 p.m.

### Zoom Meeting

<https://us02web.zoom.us/j/83158550964?pwd=Z3RmR0dTa1VVbGFzSR2hiMHV3L3B5QT09>

Meeting ID: 831 5855 0964

Passcode: 216091

**COMMITTEE MEMBERS:** Amber Miland (Oroville Chamber), Bruce Spangler (Oroville Lodging), Dawn Nevers (City of Oroville), Victoria Anton (FRRPD), Aaron Wright (State Parks), Ray Laager (UCEF), Heather Johnson (ODBA), Carolyn Denero (EBC)

### AGENDA

1. Attendance : In attendance were Carolyn Denero, Victoria Anton, Bruce Spangler, and Amber Miland. Guests in attendance were Eric Smith, Oroville Chamber.
2. Start: The meeting was called at 1:06 pm.
3. Review Current Budget: \$20,356.43
  - a. Map Project: \$13,000
    - Includes design, print, creative for back of map, and website integration.
    - Deposit has been paid.
  - b. Fourth of July Fireworks Show Donation: \$1,000
    - Donation has been paid.
  - c. Salmon Festival Donation: \$500
    - Donation has been paid.
4. Oroville Attractions Tourism Map Update:
  - a. The files are being finalized.
  - b. The group discussed ideas for the information that will go on the back of the map. An email will go out to the group so they can contribute ideas for the back of the map.
  - c. Online the front of the map will be displayed with 37 interactive links. Everything with a title should have a link that goes to information on that specific attraction. The various groups who have access to the links can share the analytics of how many click throughs happen.
5. Downtown Oroville Tourism Videos Update:
  - a. The videos have been posted on the website. It was noted that they are not appearing in the mobile version of the website.
6. Parade of Lights:
  - a. The ODBA was not in attendance at the meeting, so this item was pulled.
7. From the Floor:
  - a. Next year's budget will be about \$18,000. Ideas on how to spend the budget included coming up with a set event sponsorship amount per year, look at the cost of annual map printing, and look at putting money behind more advertising.
  - b. It was mentioned that the SBF grant is out of funding for the five annual community events (Wildflower & Nature Festival, Feather Fiesta Days, Fourth of July, Salmon Festival, Parade of Lights), so it is possible that Oroville's annual events could change in the future.
10. Next Meeting: TBD

### ADJOURN MEETING: