



Explore Butte County
P.O. Box 2154
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ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office – 326 Huss Drive, Chico, 95928
Small Board Room
Wednesday, June 26, 2019
12:00pm – 1:00pm

AGENDA

PURPOSE: The Marketing Committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

COMMITTEE MEMBERS: Nicole Johansson (chair), Bruce Spangler, Dori Franklin, John Pearson, Melissa Schuster, Jennifer Leonard

AGENDA

1. Content Strategy (15 min)
 - a. 18-month calendar review and approval. This will be for all earned media and include content creation through third-party contractors.
2. Creative Review (40 min)
 - a. Printed collateral
 - i. Butte County map. All present to review and add new content for revision.
 - ii. Persona rack cards. Final review.
 - iii. Visitor Guide
 1. Creative of layout
 2. Content outline
 - iv. Approval of advertising creative for 3rd quarter, based on calendar created by PCI
3. Additional Projects (5 min)
 - a. Visit California visitor guide for 2020. Potential for co-op ad.

Adjourn Meeting