



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

ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office – 326 Huss Drive, Chico, 95928
Small Board Room
Wednesday, July 31, 2019
12:00pm -1:00pm

Conference Call In Line:

<https://www.uberconference.com/carolyndenero> or

Call 720-835-5497 and use PIN 29116.

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, Tony Catalano

AGENDA

1. Review & Discussion
 - a. 6-month marketing activities as per the contract with Porter Co – discussing led by Denero
 - i. paid
 - ii. earned
 - iii. owned
 - b. Other marketing opportunities
 - i. VIA or SF Chronicle
 - ii. Crowdriff
 - iii. American Airlines
 - iv. Madden Media
 - v. Shasta Cascade Wonderland Association

Adjourn Meeting