



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
Thursday, October 31, 2019
1:00pm – 2:00pm

AGENDA

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, Dori Franklin, Melissa Schuster, Jennifer Leonard, Tony Catalano

AGENDA

1. Bleisure creative review ([link](#))
 - a. Includes rest of campaign details
2. Madden Media campaign update
3. Review VIA buy ([link](#))
 - a. Make recommendations regarding VIA ad buy for 2020
4. Open discussion
 - a. Brainstorm ideas for 2020 beyond current media plan
Public relations – RFP?
 - i. Big ideas?
 - ii. Zone marketing – how to spend in all jurisdictions
5. Strategic planning
 - a. Is it time to revisit our strategic marketing plan and/or our strategic objectives?
6. Visitor's Guide Update
 - a. Distribution plan
7. Snow Goose Festival
 - a. Pilot program for young birders
8. 2020 idea – Local video guides for YouTube channel

Adjourn Meeting