



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

MINUTES

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

PRESENT: Spangler, Pearson, Johansson, Leonard, Franklin, Denero, Baer & guest Shelly James from PorterCo.

AGENDA

1. Bleisure creative review ([link](#))
 - a. The bleisure campaign was built to target people who have been working in Butte County in various capacities. The data collected for retargeting is device IDs that are captured in the county, with multiple overnight stays, then they leave and return again. The campaign will target them digitally with the singular call to action to download or request a Butte County Visitor Guide. The campaign is scheduled to run the entire month of November. Of particular notice should be that the creative is very different than previous campaigns. It includes a voice over and music along with the “explore more” messaging. The video creative is targeted to outdoor fall activity.
2. Madden Media campaign update
 - a. The committee has seen the “photographer” story. It has been finalized and Madden is building the layers for the website. ([story link](#))
 - b. Conversation about the “revisiting Paradise” story and need to include a byline or reference to the fact that it is a

- story. Committee agrees that we run the story like a normal Madden storytelling campaign and be ready to answer questions that may arise. ([story link](#))
3. Review VIA buy ([link](#))
 - a. After reviewing and discussing options for advertising in VIA the committee would recommend purchasing 3 full-page advertorial pages in the Via insert as described by Shelly, with a per-piece cost of \$8,500. Budget and marketing plan already set aside a part of this budget but it was not executed in 2019.
 4. Open discussion
 - a. Brainstorm ideas for 2020 beyond current media plan
Public relations – RFP? – Discussion of public relations RFP. Nicole researched various national RFPs for nation-wide PR agencies. Concern that hiring such a large firm with the initial scope would require too much staff time, at this point. After more discussion, committee would like the Board to consider an RFP for a more local PR agency who knows/understands Butte County and who could be more hands-on. Denero to put together a plan for PR for 2020 with a plan for implementation.
 - i. Big ideas? – ran out of time, table for next meeting
 - ii. Zone marketing – how to spend in all jurisdictions – ran out of time, table for next meeting
 5. Strategic planning
 - a. Discussion about various strategic plans. What direction does EBC want to take? Should we update our strategic marketing plan and better define our long-term strategy as we move into renewal mode? Who should lead this? Denero to research other DMOs and how they do this.
 - b. Additionally, is there an opportunity to create a larger county-wide strategy for tourism? Who could/should facilitate this? How would we keep stakeholders and partners engaged long-term.
 - c. Organizationally, all strategic objectives identified during strategic planning have been met or are ongoing – do we need to revisit this?
 - d. More information to be brought to next marketing committee for consideration and planning. There may be an impact to budget and should be discussed at finance committee as well.
 6. Visitor's Guide Update



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- a. A box of 25 finished guides was driven to EBC office for the meeting. The committee was able to review and are excited for distribution. 5,000 guides to be delivered to EBC office next week for distribution to hotels and visitor centers. Staff will make sure to track where and how often guides are delivered so we have a better understanding of touch points.
7. Snow Goose Festival - Out of time to discuss, table for next meeting.
8. 2020 idea - Local video guides for YouTube channel - Out of time to discuss, table for next meeting.

Adjourn Meeting at 2:30 p.m.