



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, February 26., 2020  
12:00pm – 1:00pm

**AGENDA**

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**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. Tehama Group – working with Chico State Group
  - a. Project update
2. Partnerships – how those have been working
  - a. These are additional advertising campaigns that have been driving traffic to EBC site
3. Outlook Forum – what take-aways are we interested in implementing?
  - a. Does that fit this year?
4. Strategic Planning
  - a. Update from facilitators
  - b. Marketing portion of the session.
    - i. Brand voice
    - ii. What else?

Adjourn Meeting