



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, September 25, 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 (co-chair), John Pearson (co-chair) Bruce Spangler, Dori Franklin, Melissa Schuster, Jennifer Leonard, Tony Catalano

AGENDA

1. Social media & CrowdRiff update
2. Madden Media Campaign – update on progress
3. Porter Co Updates
 - a. Bleisure Discussion – 3 personas/activities with new creative vs. using creative we already have.
 - b. Geo-fencing campaign creative for CSU parents/families
 - c. Progress of current media campaigns. Recommendations from Porter Co.
4. Visitor’s Guide Update
5. Upcoming Events
 - a. Restaurant Week
 - b. Museum Weekend
 - c. Tourism Summit
6. Items for next meeting

Adjourn Meeting