



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

ExploreButteCounty.com

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**EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING**

Wednesday, April 28, 2021

12:00 p.m. – 1:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/85097326359?pwd=cFZZSkNOVIRvNUU01b1dBa3RTRXlYdz09>

Meeting ID: 850 9732 6359

Passcode: 443963

Dial by your location

+1 669 900 9128 US (San Jose)

**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, Jennifer Leonard, Analise Uhrig, Colette Curtis, Holly Jorgensen, Marci Shadd, Melissa Schuster, Nicole Johansson, Carolyn Denero

**AGENDA**

1. 2022 – #Campaign Discussion
  - a. #Bike vs #Float
2. Visit California Road Trips Opportunity
  - a. [Media Kit](#)
3. Mobile Visitor Center – committee update & recommendation
4. Update & Review of Video Content
  - a. Watershed Media Projects
    - i. Butte County Adventures
      1. [South Rim Bidwell Park](#)
      2. [Lake Oroville](#) (Rough Cut)
    - ii. Selects
      1. [Rawbar](#)
      2. [Feather River Kayaking](#)
      3. [Runners in Upper Park](#)
5. 2021 & 2022 Events
  - a. Discussion about how EBC should be involved
  - b. Review draft partnership proposal
6. #HikeButteCA Update
7. Brand Work & Value Proposition
  - a. Next steps
  - b. Public Survey Questions



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8. Social Media Report Questions?
  - a. [Social Media Snapshot](#)
  - b. [Website Snapshot](#)
  - c. [Q1 Report](#)
9. Other business not already agendized

Adjourn Meeting