



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.  
Via Zoom Meeting

**MINUTES**

**PRESENT:** Johansson, Pearson, Spangler, Uhrig, Curtis, Jorgensen, Shadd, Schuster, Denero, Baer. Tami Travis & Shelly James (PorterCo)

**ABSENT:** Leonard

**AGENDA**

1. 2022 – #Campaign Discussion
  - a. The #HikeButteCA campaign has been successful for growing local brand awareness as well as offering a year-long center for advertising. This committee has discussed using this same strategy to build content and future campaigns in the next few years. Initially we wanted to focus on water next, but due to drought conditions it would be more appropriate to focus on land-based recreation. Committee agrees that the main campaign for 2022 should be #BikeButte. EBC team will work with content developers to create that content for a 2022 launch.
2. Visit California Road Trips Opportunity ([Media Kit](#))
  - a. Visit California is selling ad space in the annual California Road Trips publication. With the opportunistic ad budget available, this is a good opportunity to continue the ad relationship with Visit California and get in front of a market who is seeking ideas for road trips this year and into the future. Creative concept from last year’s #Freedom campaign will be used for the ad. Committee agreed to participate in this publication with a 1/8 page ad.
3. Mobile Visitor Center – committee update & recommendation
  - a. Review of concepts and pricing.
  - b. Recommendation to be brought forward to Board meeting: To approve the purchase of a Mercedes Sprinter Van that will be converted by Advantures, LLC. Conversion can begin as early as October and committee is fine-tuning all of the internal details. Recommend that Board allow committee to continue the build out within the already-approved \$150,000 budget.



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4. Update & Review of Video Content
  - a. Watershed Media Projects – Review of content being developed and deployed.
    - 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. EBC should create an MOU that can be executed when partnering with event organizers so that expectations and responsibilities are spelled out specifically.
  - b. A sub-committee will be convened to discuss how and when EBC will integrate an industry micro-site for stakeholders and partners to access.
6. #HikeButteCA Update
  - a. Tami reported on advertising efforts. We are seeing an increase in web traffic from our target markets. Most efforts are outperforming expectations.
  - b. [Presentation Deck](#)
7. Brand Work & Value Proposition
  - a. Ashley reviewed
8. Social Media Report Questions?
  - a. [Social Media Snapshot](#)
  - b. [Website Snapshot](#)
  - c. [Q1 Report](#)
9. Other business not already agendaized – None

Adjourn Meeting