



P.O. Box 2154, Chico CA 95927 | ExploreButteCounty.com

## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, April 27, 2022  
12:00 p.m. - 1:00 p.m.

**Meeting will be HYBRID:**

Physical location: EBC Office 326 Huss Dr., Building E, Chico  
OR

Meeting via Zoom

<https://us02web.zoom.us/j/86404709516?pwd=VGpReU90Z2xSNWQ0SUJmMVVzdXlZUT09>

Meeting ID: 864 0470 9516  
Passcode: 005757

### AGENDA

---

**PURPOSE:** The marketing committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

#### AGENDA

1. First Quarter Social and Web Report
  - a. 📄 2022 Q1 Website & Social Media Report\_V3.pdf
  - b. Any discussion items not already addressed
2. California Tourism Month (May)
  - a. Local Activation
  - b. Advocacy
3. Public launch of the updated logo
  - a. Stages
  - b. Timeline
  - c. Discussion
4. Mobile Visitor Center Update
  - a. New art: 📄 Van Wrap style 1 vs style 2.pdf
  - b. Community requests - discussion
  - c. Outreach Schedule:
    - ➕ Mobile Visitor Center Schedule 2022
5. Creative
  - a. Adventure Pass
    - i. Out-of-Market Creative
    - ii. Additional business participation?
  - b. Website Reskin
    - i. Review phases and direction



P.O. Box 2154, Chico CA 95927 | [ExploreButteCounty.com](https://www.explorebuttecounty.com)

- c. Taglines
  - i. Working document: [EBC Tagline Ideation](#)
- 6. Swag Team
  - a. Alicia will be coordinating a meeting with those interested in providing feedback
- 7. Industry Communications
  - a. Schedule subcommittee for this project
  - b. Will work into phase 3 of website update, final deliverable May 2023
- 8. Sustainability - No updates
- 9. Other items not agendaized
- 10. Adjourn