



Explore Butte County
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ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, August 25, 2021

12:00 p.m. – 1:00 p.m.

Meeting via Zoom

MINUTES

PRESENT: Nicole Johansson (co-chair), John Pearson (co-chair) Bruce Spangler, Analise Uhrig, Holly Jorgensen, Melissa Schuster, Carolyn Denero, Ashley Baer, Shelly James

ABSENT: Jennifer Leonard, Colette Curtis, Marci Shadd

AGENDA

1. Updates on media plan due to extended Dixie Fire
 - a. Paid marketing for #HikeButte has been suspended in-market and is only playing out-of-market due to the negative perception.
 - b. Social is much easier to use as an up-to-date communication tool.
 - i. EBC is the good news channel, sharing information but also reminding people of what is open
 - ii. Need to continue an always-on strategy
2. Discussion: Wildfire Season
 - a. Visit California has created a crisis communication matrix which is activated with partners who are experiencing wildfires.
 - b. Collectively, VCA is leaning into a “wildfire season” and helping share facts and manage misinformation.
 - c. All destinations who experience wildfires can use the communications plan to make sure to be ready for deployment.
3. North Table Mountain Ecological Reserve
 - a. Increased visitation ([SeeSource Data](#))
 - b. Can EBC be a partner to CDFW and work with them to make sure this attraction is better managed for the significant increase in traffic?
 - i. Year-round garbage service



- ii. Better signage
 - iii. Mobile Visitor Center stationed there for the wildflower season
 - iv. Find the property owners, CDFW to buy the land, create trails
 - v. Fund a weekend shuttle from downtown Oroville each weekend - reduce traffic
 - c. Create a plan to address this attraction and improvements and then deploy that plan.
 4. ARPA funding from Butte County
 - a. Discussion about the categories pre-approved by BOS.
 - b. Recommended that a smaller group meet next week to review the proposal and budget items before it is taken back to County staff.
 5. 2022 #BikeButteCA - TABLED, out of time
 6. Marketing Funnel - TABLED, out of time
 7. EBC and Sales
 - a. [Huddle Up Group](#) - Discussion about sports tourism ([Sports Tourism Index Video](#))
 8. Content
 - a. Written
 - i. [Chico State Meats Lab](#)
 - ii. [Hike Like a Local: Paradise](#)
 - iii. [Clotilde Merlo Park](#)
 - b. Video
 - i. [Sacramento River Boating](#)
 - ii. [Downtown Oroville: Coyote Cantina and Unicorn](#)
 - iii. [Floating on the Sacramento River](#)
 - iv. [Upper Park Swimming](#)
 9. Items not agendaized
 - a. Winter Wonderland
 - b. Annual Media Partnerships to promote local - i.e. radio partnership sponsored by EBC
 - c. Business videos - how to brand these; do we continue making more
 - d. SOFT - [Creative Deck](#)

Adjourn Meeting