



EXPLORE BUTTE COUNTY  
OROVILLE ZONE MICRO-MARKETING COMMITTEE

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JANUARY 18, 2024

Time: 9:00 AM - 10:30 PM

Holiday Inn Express - Oroville  
550 Oro Dam Blvd E, Oroville, CA 95965

AGENDA

MISSION: Explore Butte County inspires people to visit Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy, making Butte County THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Exploration. Stewardship. Equity. Inclusion. Fun.

BRAND POSITION: The Explorer - Adventurer, Pioneer, Seeker, Open-minded, Resourceful, Tolerant, Ambitious, Down to Earth, Authentic, Determined, Outdoorsy

1. CALL TO ORDER
2. MADDEN MEDIA STAKEHOLDER ENGAGEMENT (40 minutes)
3. 2024 OROVILLE ZONE MICRO-MARKETING COMMITTEE (5 minutes)  
Appointment of 2024 committee members.
4. 2024 OROVILLE ZONE MICRO-MARKETING BUDGET (10 minutes)  
Proposed 2024 budget. Discuss asset relocation and Zone Micro-Marketing rollover from previous years. Proposed plan for next three years.  
NET ASSET ALLOCATION  
PROPOSED BUDGET  
2023 BUDGET
5. APPLICATION FOR OROVILLE MICRO-MARKETING FUNDING (10 minutes)  
Approval of an application for funding from the Oroville Micro-Marketing Committee.
6. PUBLIC COMMENT  
The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to three (3) minutes per speaker. The Board must refrain from taking any action on public comment.
7. ADJOURNMENT