



Explore Butte County
P.O. Box 2154
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ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, February 24, 2021

12:00 p.m. – 1:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/83385823854?pwd=bFNmdmNXWXNIRWxYVHhhMEEra0lwUT09>

Dial by your location

+1 669 900 9128 US (San Jose)

Meeting ID: 833 8582 3854

Passcode: 071113

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

AGENDA

1. PorterCo Budget Proposal
2. Final Advertising Wrap Reports from PorterCo
3. Big Data - Update and final recommendations for data points
4. Social Media Report Review
5. Adventure Guide Reveal :-)
6. 2021 Content Calendar
 - a. Review draft, make recommendation for changes
7. Continue Brand Work
8. Mobile Visitor Center
9. Other business not already agendized

Adjourn Meeting