



Board of Directors

- Analise Uhrig
Chico
- Brooke Isenberg
Chico - Vice President
- Bruce Spangler
Oroville - President
- Haroon Saddique
Paradise
- John Pearson
At Large
- Kiran Paragji
Oroville
- Mohammad Billah
Chico - Treasurer
- Nicole Johansson
At Large
- Advisors to the Board**
- Victoria Anton
FRRPD
- Melanie Bassett
DCBA
- Evie Feldman
Blue Team Realty
- Chris Constantin
City of Chico
- Jennifer Leonard
Almendra
- Ben North
Photography
- Melissa Schuster
Town of Paradise
- Audrey Taylor
EBHB
- Heather Ugie
Chico Chamber

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, February 24, 2021
12:00 p.m. – 1:00 p.m.
Meeting via Zoom

MINUTES

Present: John Pearson, Bruce Spangler, Melissa Schuster, Nicole Johansson, Jennifer Leonard, Shelly James, Tami Travis, Lori Porter, Carolyn Denero

MINUTES

1. PorterCo Budget Proposal – reviewed the projected \$280,000 spend. Committee agrees that we need to be more focused on our messaging.
 - a. approved \$30K Entercom Communications project for a Sacramento and Bay Area radio promotion to promote #HikeButteCA Pass and bring people from those drive markets to Butte. This is part of a \$90,00 additional plan for supporting Hike Butte.
 - b. AdWords have been turned back on
 - c. Plan for shoulder season “birding campaign”
 - d. Additional campaigns will be Restaurant Week, 12 Favorite Things, Museum Weekend
 - e. Have small line item for destination development communication support.
 - f. Committee will need to determine how we continue to support events/partners that have historically be supported with zone marketing since zone marketing has been moved to committee recommendation.
2. Final Advertising Wrap Reports from PorterCo
 - a. Presentation to be given during board meeting.
3. Big Data - Update and final recommendations for data points – TABLED
4. Social Media Report Review – no specific discussion, reports were forwarded to committee earlier in the month.
5. Adventure Guide Reveal – guide has been finalized and will be in market mid-March.
6. 2021 Content Calendar – TABLE
7. Continue Brand Work – TABLE
8. Mobile Visitor Center – John, Bruce and Carolyn will be the small



Explore Butte County
P.O. Box 2154
Chico, CA 95927

ExploreButteCounty.com

team to get project moving.

Adjourn Meeting at 1:15pm.