



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

ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, February 23, 2022

12:00 p.m. – 1:00 p.m.

Meeting via Zoom

<https://us02web.zoom.us/j/86404709516?pwd=VGpReU90Z2xSNWQ0S-UjMmVVzdXlZUT09>

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.

COMMITTEE MEMBERS: Nicole Johansson (chair), John Pearson, Bruce Spangler, Jennifer Leonard, Analise Uhrig, Colette Curtis, Holly Jorgensen, Marci Shadd, Melissa Schuster, Tamba Sellu, Haroon Saddique, Carolyn Denero

AGENDA

1. Committees
 - a. Discussion of what to create
 - i. Brand Refresh Launch
 - ii. Mobile Visitor Center
 - iii. Hotel/Swag Items – the tangible things
 - iv. Creative Review
 - v. Industry Communications
 - b. Updates
 - i. Sustainability – Holly
2. 2022 Plan – Review
3. 2022 Budget Review & Recommendations
 - a. Website “reskin”
 - b. Adventure Guide
 - c. Brand Refresh Campaign
 - d. Adventure Pass – Always On
4. Reporting Results
 - a. Restaurant Week
 - b. Hike Butte
5. Other items not agendized



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| 6. Adjourn