



Explore Butte County  
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ExploreButteCounty.com

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## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, January 26, 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. Current Campaign Updates
  - a. 2022 Budget
  - b. Restaurant Week
  - c. Museum Weekend
  - d. 2022 Marketing Plan, Top-Line
    - i. Hike, Bike, Float Pass
  - e. Datafy Attribution Information & Economic Impact
2. Brand Refresh Review and Input
  - a. Review the work that has been done and offer any additional feedback
3. Marketing Committee Survey Results
  - a. Recommendation for creating smaller working groups with a monthly meeting to review results
4. Other items not agendized
5. Adjourn