



Explore Butte County  
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ExploreButteCounty.com

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**EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING**

Wednesday, June 30, 2021  
12:00 p.m. – 1:00 p.m.  
Meeting via Zoom

**MINUTES**

COMMITTEE MEMBERS PRESENT: Nicole Johansson (co-chair), John Pearson (co-chair), Jennifer Leonard, Analise Uhrig, Holly Jorgensen, Marci Shadd, Melissa Schuster,  
ABSENT: Bruce Spangler, Colette Curtis  
Staff: Denero, Baer, Salas

AGENDA

1. Crisis Communication
  - a. Visit California has now recognized “wildfire season” and Explore Butte has been invited to be a part of the conversation and preparation.
  - b. EBC team is working with partners to have both wildfire and drought communications prepared that offer our perspective as it related to travel and tourism
  - c. Agreement that the conversation should remain positive about the ability to visit the area and link to the best sources for real information. We should stay out of the negative conversations and only offer hard data if requested.
  - d. T-Rock Communications will be drafting information for EBC’s use.
2. #Freedom Campaign - ([deck](#))
  - a. Advertising through the month of July will focus on Road Trips and updated creative from last year’s Buy One Get One #Freedom campaign.
  - b. Outdoor recreation is difficult to sell when it’s so hot outside, so pulsing in a more holistic, summer-fun campaign will drive traffic to our road trips page and re-engage with our audience.
  - c. The same target audience as the out-of-market #HikeButte campaign will be targeted with social and digital ads.
3. Lodging outreach update
  - a. Alicia has been working to get rack card holders ordered for all lodging so we have a designated place to put

- Adventure Guides and additional branded collateral. Orders are being placed for those.
- b. Part of the 2021 activation with lodging is the offer of EBC-branded “swag” items that can be handed to guests; staff is looking for new ideas.
4. Partnership with SOFT for October ([profile](#))
    - a. Month-long pass vs farm trail weekend
    - b. Creation of lodging packages
    - c. Ad campaign to accompany
  5. 2022 #BikeButteCA - discussion ([work in progress](#))
    - a. Asked committee for ideas on how to create this new pass. Cost of entry is much higher than it is for Hike Butte and we need to come up with a program that will work for any type of cyclists.
    - b. Potential to create a subcommittee specific for building out this framework.
  6. EBC was asked to create custom itineraries for Chico State for Parent/Alumni Weekend. They would be happy to link to the content that we develop for them specifically.
  7. #HikeButteCA update
    - a. Activations / participation ([updated numbers](#))
    - b. We plan to launch the wearables giveback collection mid-July with Upper Park Clothing and Chico Velo Trail Works. The one HikeButte branded item for the promotion will be a hooded sweatshirt.
  8. Content
    - a. Written
      - i. [Hike Like a Local: Bidwell Canyon](#)
      - ii. [National Forest Campgrounds in Butte County](#)
      - iii. [5 Kid-Friendly Water Spots](#)
    - b. Video
      - i. [Downtown Oroville & The Union](#) video selects
      - ii. [Gale Vineyards](#) video selects
  9. Brand Work & Value Proposition
    - a. Public Survey Results - [updated analysis](#)
    - b. Ashley updated the public survey results to distill the quantitative information about the brand.
  10. Social Media Reports (Please send any questions prior to the meeting so we can be prepared to answer during meeting)
    - a. [Social Media Snapshot](#)
    - b. [Website Snapshot](#)
    - c. [Reporting Q&A from May's data](#)

Adjourn Meeting