



P.O. Box 2154, Chico CA 95927. [ExploreButteCounty.com](http://ExploreButteCounty.com)

Board of Directors

Bruce Spangler  
*Oroville - President*

Haroon Saddique  
*Paradise*

Jasmin Wilson  
*Oroville*

Jennifer Leonard  
*At Large*

Mohammad Billah  
*Chico - Treasurer*

Nicole Johansson  
*At Large*

Tamba Sellu  
*Chico*

## EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, March 30, 2022

12:00 p.m. - 1:00 p.m.

Meeting via Zoom

<https://us02web.zoom.us/j/86404709516?pwd=VGpReU90Z2xSNWQ0SUJmMVVzdXlZUT09>

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:

#### AGENDA

1. Advertising Budget Overview
2. Committees
  - a. Creative
    - i. Mobile Visitor Center
    - ii. Adventure Pass
    - iii. Website Reskin
    - iv. Taglines
  - b. Mobile Visitor Center Launch
    - i. Update & Volunteers
  - c. Swag items
    - i. Team to develop the giveaways
  - d. Industry Communications
    - i. Who wants to meet to help me build that
  - e. Sustainability
    - i. Communications for this
    - ii. NTM
3. Move to in-person meetings?
4. Other items not agendized
5. Adjourn