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MARKETING COMMITTEE MEETING

JUNE 12, 2023

Time: 10:00 am – 11:00 am

Hotel Diamond
220 W 4th St, Chico, CA 95928

AGENDA

MISSION: Explore Butte County inspires people to visit Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy making Butte County THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Exploration. Stewardship. Equity. Inclusion. Fun.

1. CALL TO ORDER

2. PUBLIC COMMENT

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to three (3) minutes per speaker. The Board may not take any action on public comment.

3. AGENDA

3.1 [Request for Proposal - Professional Marketing & Media Buying Services](#)

Review and seek input on the request for proposals for professional marketing and media buying services. Direct EBC staff to release the RFP with any changes discussed.

4. SCHEDULE NEXT MEETING

5. ADJOURN MEETING

[Brand Guidelines - Summer 2023](#)

[Explore Butte County Bylaws](#)

[Butte County TBID Management District Plan 2020-2030](#)