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MARKETING COMMITTEE MEETING

September 6, 2023
Time: 10:00 am – 11:00 am

Chico City Hall
3rd Floor Conference Room

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 [Discuss of Interviews for the Professional Marketing and Media Buying Services](#)

The committee conducted three interviews for Professional Marketing and Media Buying Services. Discuss the interviews and select an agency.

Recommendation: Select a final agency to present to the Board of Directors for approval at the September Board Meeting.

4. SCHEDULE NEXT MEETING

October 2023 - Meet with new agency to review a 2024 marketing plan and budget.

5. ADJOURN MEETING

[Brand Guidelines - Summer 2023](#)

[Explore Butte County Bylaws](#)

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