



P.O. Box 2154, Chico CA 95927 | ExploreButteCounty.com

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, May 25, 2022
12:00pm - 1:00pm

Meeting will be in person

Physical location: EBC Office 326 Huss Dr., Building E, Chico

There is a no-video zoom option for those who cannot attend in person.

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.

AGENDA

1. Big Ideas - Brand Launch
 - a. Please come prepared to discuss the "Big Ideas":
 - EBC Brand Launch Ideation
 - b. Looking for a Marketing Committee recommendation on this item.
2. Digital Advertising Update - Tami Travis
3. Vertical Video - Update
4. B2B Tools & Program
 - a. Business Profiles
 - b. Pay to Participate
 - i. Lodging options
 - ii. Access to our channels
5. Advertising Calendar
 - a. Review and Discussion for remainder of the year
 - i. Are these the right campaigns for EBC
 - ii. Time to evaluate this?
6. Signature Event - Discussion
 - a. Resources and Planning
 - b. Timeline



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7. Other items not agendized
 - a. Katie Simmons - Festival Permit
 - b. Standing meeting date & time
 - i. Not all committee members can attend this new meeting day/time
8. Adjourn