



Explore Butte County
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ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, November 24, 2021

12:00 p.m. – 1:00 p.m.

Meeting via Zoom

<https://us02web.zoom.us/j/86404709516?pwd=VGpReU90Z2xSNWQ0SjJmMVVzdXlZUT09>

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: Nicole Johansson (co-chair), John Pearson (co-chair) Bruce Spangler, Jennifer Leonard, Analise Uhrig, Colette Curtis (maternity leave), Holly Jorgensen, Marci Shadd, Melissa Schuster, Tamba Sellu*, Haroon Saddique*, Carolyn Denero

AGENDA

1. 2022 Media Plan & Budget Review
 - a. Discussion about draft plan, deliverables, partnerships & budget
 - b. Timeline and workflow
 - c. How to engage partners
2. Hike Butte Pass
 - a. What will happen in 2022
 - i. Updated creative?
3. Restaurant & Museum Weekend Activations
4. Review of SOFT campaign results
5. Brand Work
 - a. Group work, updated timeline