



Explore Butte County
P.O. Box 2154
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ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Conference Call: Zoom Meeting
Join: <https://zoom.us/j/8088084091>

Dial: 408-638-0968

Meeting ID: 808-808-4091

Thursday, April 25, 2019

12:00pm -1:00pm

AGENDA

PURPOSE: The Marketing Committee meets to review and recommend overall marketing budget and strategy for Explore Butte County.

COMMITTEE MEMBERS: Nicole Johansson (chair), Bruce Spangler, Dori Franklin, John Pearson, Melissa Schuster, Renee Buchan, Jennifer Leonard, Erin Morrissey

AGENDA

1. 18-month Advertising Strategy & Plan Presentation by Porter Co
 - a. Presentation by Shelly James followed by Q&A.
 - b. Feedback to be given so final draft of plan can be reviewed and presented to Board of Directors.