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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

EBC Office - 326 Huss Drive, Chico, 95928
Small Board Room
Wednesday, May 29, 2019
12:00pm -2:00pm

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. (10 min) Schedule Standing Marketing Committee Meetings
 - a. Proposal – 4th Wednesday of every month from 12:00 – 1:00 p.m.
2. (20 min) Presentation of 18-month Strategic Marketing Plan – presented by Porter Co (HOLD ALL QUESTIONS)
 - a. Proposed strategy, plan and allocation of budget as approved by BOD.
 - b. Attachments
 - i. Strategy Document
 - ii. Proposed Calendar
 - iii. Budget, as approved by BOD
3. (20 min) Q&A and Discussion of Marketing Plan
 - a. All considerations, questions, concerns to be discussed here. Any actionable changes will be included in the final strategic marketing plan to be recommended to the Board of Directors at the June board meeting.
 - b. Action: Make recommendation regarding the proposed strategic marketing plan
4. (15 min) Explore Butte County Visitor Guide Presentation (HOLD ALL QUESTIONS)



Explore Butte County
P.O. Box 2154
Chico, CA 95927

ExploreButteCounty.com

- a. Presentation of visitor guide vision and direction based on various other destination visitor guides
5. (15 min) Q&A and Discussion of Visitor Guide
 - a. Provide direction and must-haves for further design
 - b. Project has already been approved by BOD, no recommendation required for further board approval
6. (30 min) Review of Additional Collateral Design and Production
 - a. Map – Recommendations for additional landmark inclusion
 - b. Persona Rack Cards – Review and rack card holder distribution
7. Items not on agenda
8. Items for next meeting agenda

Adjourn Meeting