



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

ExploreButteCounty.com

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EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, September 30, 2020
12:00 p.m. – 1:00 p.m.

Via Zoom Meeting

MINUTES

ATTENDANCE

Present: Bruce Spangler, John Pearson, Nicole Johansson, Jennifer Leonard, Melissa Schuster, Analise Uhrig, Tami Travis, Shelly James. Staff: Denero, Baer, Salas.

AGENDA

1. INNOVATION – Discussion
 - a. Committee walked through the [presentation deck](#) regarding activating a new Innovation campaign.
 - b. Committee agreed Innovative campaign will allow to tell different Butte County narratives through the same lense
2. Fourth quarter 2020, & 1st quarter 2021 plans
 - a. Event Specifics
 - i. EBC's Favorite Things – [Project Notes](#)
 1. Need committee to add to list and/or vote on [items](#).
 2. Flight Dates Nov.15–Dec.16
 3. Marketing play out of market, posters & digital. In market Radio partnerships and giveaways
 - ii. Birding Season
 1. Flight Dates: Nov.20–Jan.21
 2. Committee agreed this campaign can be on all year.
 3. Strategy: Building strong local partnerships, and has potential to gain followers from the Birding community
 4. Work with Altacal Audubon Society to create year long content
 - iii. Good News Fall – PR Content
 1. Committee voiced idea for EBC to be good news content year round in market
 2. Need to work on this for winter, too.
 3. Committee would like to transition into a



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Meeting was adjourned at 1:15pm