



EXPLORE BUTTE COUNTY  
OROVILLE ZONE MICRO-MARKETING COMMITTEE

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February 15, 2024  
Time: 9:00 AM - 10:00 AM

Holiday Inn Express - Oroville  
550 Oro Dam Blvd E, Oroville, CA 95965

AGENDA

MISSION: Explore Butte County inspires people to visit Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County is the heart and champion of growing and sustaining a flourishing and diverse tourism economy, making Butte County THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Exploration. Stewardship. Equity. Inclusion. Fun.

BRAND POSITION: The Explorer - Adventurer, Pioneer, Seeker, Open-minded, Resourceful, Tolerant, Ambitious, Down to Earth, Authentic, Determined, Outdoorsy

1. CALL TO ORDER
2. JANUARY 2024 COMMITTEE MINUTES  
Approve the January 18, 2024 committee meeting minutes.
3. 2024 OROVILLE ZONE MICRO-MARKETING BUDGET (10 minutes)  
Proposed 2024 budget. Discussion of distribution of funding.  
[2024 Budget - Approved by the Board in January](#)  
[Request for funding from Show n Stroll](#)
4. PUBLIC COMMENT  
The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to three (3) minutes per speaker. The Board may not take any action on public comment.
5. ADJOURNMENT



EXPLORE BUTTE COUNTY

P.O. Box 2154, Chico, CA 95927

(530) 918-4585 | [ExploreButteCounty.com](https://www.explorebuttecounty.com)

[Oroville Zone Micro-Funding Committee Funding Request](#)