



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

MONDAY, JULY 10th, 2023, 5:00 PM

FAIRGROUNDS ADMINISTRATIVE CONFERENCE ROOM

MINUTES

Distribution List for Programs & Posters- Debbie discussed distribution with the committee. Debbie is to distribute to Parker along with Pam. Scott is distributing to Stagecoach, Elizabeth, and Larkspur. Jennifer to distribute to Wide Open Saloon. Gary and Lisa to distribute in the Denver Tech Center area. Debbie will also distribute to businesses old-town Castle Rock businesses.

Versatility Update (Road signs, campaigns)- July content calendar has been created. Additional posts were requested for parking/trolley and a Thank You, Sponsors, post after the Fair. Chase Bryant's promo video was posted to social media and was getting a lot of clicks.

Open Class & Creative Arts Marketing- Wendy's team from PR and Communications created a creative arts video from Fair 2022. The 5-minute video was shared with the committee. The video captured many facets of Creative Arts. The committee discussed how to share the video. The committee was appreciative and proud of the video content.

Banner Inventory- Debbie and Tori inventoried Sponsor banners. Most have been accounted for. Debbie to work on receiving the final banners. Banners will be hung in the next week.

Budget items- Tori discussed that the budget looks good. The committee discussed anticipated invoices or additional marketing costs. Tori discussed the opportunity to advertise with iHeart Media. They are doing two weeks of 30 ads on the air. They are trading \$1,000 for 50 concert tickets to give away.

Next Meeting: Monday, September 11th, 2023