



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

MONDAY, SEPTEMBER 11th, 2023, 5:00 PM

FAIRGROUNDS ADMINISTRATIVE CONFERENCE ROOM

MINUTES

2023 Fair Marketing Debrief- Pam discussed the success of the 2023 Souvenir program. The remaining programs were given to the local trolley driver for distribution. The coupons extended the shelf life of the program. The committee wants to continue incorporating coupons. The advertisement options were increased in 2023 resulting in a profitable program. Pam is asking for support within the committee for the 2024 program. Pam suggested we focus more on distribution in 2024. The schedule in the program needs to be labeled tentative due to the fluid nature of the Fair & Rodeo schedule. Scott discussed the road signs. There are newly identified locations on the 83 and 86 for 2024. The committee would like to see the road signs deployed in more locations and earlier. The committee agreed that the farmers markets were a great marketing tool and wishes to continue collaborating with all of the committees for public awareness and education on the Fair & Rodeo. Pam discussed the efforts of marketing when it came to the concert. The committee recommends improving marketing efforts regarding the concert. Scott discussed the Fence Post Summer Fair edition. The committee wants to continue to prioritize the Fence Post Ad moving forward and was disappointed the Fair & Rodeo was not present in 2023. The drone show received positive feedback from the committee. Zach mentioned the BOCC is looking into opportunities to continue the drone show in future fairs. Cynthia mentioned that the creative arts video was supposed to be looping in Kirk Hall and it was not. Pat discussed the success of open class. There were 121 new exhibitors in 2023. Tori and Zach confirmed that sponsorship revenue increased nearly 20% from 2022. Pat addressed concerns with sponsorship levels. Pat would like to have a copy of the "What you get" handout so she is well-versed in speaking to potential sponsors. The committee felt the pocket schedules were a great tool to hand out. Scott asked for confirmation of where he can receive the brochures to pass out for creative arts etc. Marketplace feedback from vendors was mixed. Vendors feel there needs to be more shopping and desire the events center to be the main entrance. Debbie suggested a few booths relocate to Kirk Hall. Marketplace to be discussed further at the November meeting.

Versatility- The committee agreed that Versatility's efforts fell short, and the goals of the scope were not met. The marketing committee feels confident they can successfully run campaigns collaborating with Wendy's team. Zach notified the committee there will be an RFP placed for a new digital marketing vendor but the county can decide to not hire one if that is what is best.

Marketing promos- Debbie mentioned continuing the coffee sleeves and felt the 10,000 was perfect. Scott would like to continue ordering the lapel pins. Debbie and Tom discussed the ChapSticks being a great promo item. Tori to replenish the ChapSticks for 2024. The remaining ChapSticks to be passed out at Castle Rock Star Lighting. Debbie suggested doing a bookmark contest for kids and provided a sample for the library.

2024 Poster Design- The committee discussed continuing the watercolor poster theme for 2024—the committee to bring ideas to the November meeting. Debbie suggested a view from the livestock pavilion, or the rodeo stands. The committee would like to have posters printed and distributed earlier in 2024.

New Ideas- Tom is working on a perspective sponsorship with the Dumb Friends League and the Harmony Equine Center. Debbie suggested we offer the performance platform as a VIP rental opportunity on Friday night.

Focus for 2024- Debbie suggested the 2024 Sponsorship Brochure be ready earlier to disperse in January. Open class would like to focus marketing efforts on canning and home arts in 2024. Pat requested additional displays for growing areas like photography. The committee requested the QR codes be updated to be handed out at the Star Lighting and the NWSS. Tori to confirm that the link will continue to load the website since IT is switching from Saffire to the County web press.

Next Meeting: Monday, November 13th, 2023