



## **DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING**

**MONDAY, JUNE 5th, 2023, AT 5:00 PM**

**ADMINISTRATIVE CONFERENCE ROOM**

### **MINUTES**

- Pam needs the updated list of Fair Board Director and Associate information. Michelle is currently capturing this data to give Pam for the souvenir program. The group photo was passed around the committee. There was a consensus to use the professional group shot versus the silly. Sponsor ads are being finalized. Articles complete. \$10,187 in ad buy compared to 2022 at \$4025. Pam and Debbie are looking for some fun filler ideas for the final pages to equal 56 pages. 3,000 programs will be distributed and 5,000 will be placed on the Fairgrounds. Sozo Chiropractor is including 4 golden tickets to incorporate into the souvenir program to give away a wellness prize. Debbie to place programs in old wagons or wheel barrels around the Fairgrounds. Debbie and Pam are considering highlighting the Fair Foundation for back cover to recognize their support. The distribution list is pending and will be notified to all committee members as soon as it is completed.
- Versatility campaigns are running smoothly without issue and the content calendar is current through June. Additional marketing graphics can be requested for the June or July Content Calendar. Open Class/Creative Arts to coordinate a possible request for a social media post. Jennifer discussed the newly placed Freeway sign in Larkspur and said it is simple and visible. Debbie discussed the 5 road signs that are to be installed by Versatility at CORE, Murdoch's, Cherokee Ranch, Fairgrounds, and the Weins Ranch.
- Pat with Open Class said there have been 100 save the dates distributed. They are looking to reach more than local places and people. Plan to have 1,100 flyers to be distributed. Pat and Cynthia are trying to think outside the box to solicitate to more people. The downtown window has been updated and looks great. Committee agreed Pat and Cynthia are doing a great job marketing the programs. Cynthia discussed a newsletter was distributed to certain subdivisions to highlight creative arts.
- Debbie discussed the remaining sponsorship opportunities. There are still a handful of perspective sponsors reaching out with interest to support the 2023 Fair & Rodeo. Scott

talked to Tom Weins about sponsoring a livestock sale sign. Weins Ranch is considering sponsoring the 2023 pancake breakfast. Scott said that Buds bar is collecting money to donate to the Fair & Rodeo from local patrons who visit the bar.

- Debbie requested help to inventory current sponsor banners to evaluate what we need.
- Jennifer discussed the importance of staff or Fair Board being available for the production set-up and arrival of the barn dance band. Jennifer noted that last year it was unorganized and unprofessional and was a bad experience for Wide Open Saloon, whom sponsors the Barn Dance and provides all resources.
- Debbie discussed committee efforts on social media. Debbie discussed utilizing more creative videos and would you rather questions on the platforms. She received great feedback from CALF and has been contacted to continue to do more at their location.
- Tori discussed the \$414 left in operating supplies. Tori asked committee for ideas to utilize the remaining budget. Scott discussed embroidery invoice to be paid for Hayden and his shirts. Debbie discussed additional signage to attract people to go into the marketplace. Debbie is getting measurements and a quote for a triangular sign to be hung outside the events center. Cynthia requested flags that says ag & flora and open class to be placed outside the doors near the old west town. Pam to provide Debbie quotes for the tear drop flags.
- Gary asked for feedback on the Farmer's Market that Debbie lead. Debbie said the horse was a great draw for families to come visit. It was a positive experience and great turnout. There was great conversation and interest in attending the Fair & Rodeo.
- Tom Harris discussed the upcoming Rotary visits with the Royalty court in June and July. Scott discussed parade entry and standard banner size for creative arts to market their programs on the floats at the Highlands Ranch and Castle Rock Parades.

**Next Meeting:** July 10th, 2023