



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

MONDAY, MAY 18 2020 AT 6:00 PM

VIRTUAL MEETING

AGENDA

Meeting

Royalty Program

- Recommendation to offer girls extended reign that carries over to 2021
 - Yes- Rylee Bernier (Queen), Samantha Witt (Princess)
 - No- Shelby Schroeder (Queen Attendant), Brooke Hudson (Princess Attendant) due to conflict of school commitments for 2021
- Luncheon
 - Reduced
- Communication
 - Email notifications to all past buyers with option to donate to Fair Foundation Royalty account (25% of proceeds go to royalty awards account)
- Outreach
 - Food Bank collections for Task Force & Parker Help Center
 - Facebook Videos
 - Window Paintings- No window painting sales – Artist concerned about health

Advertising

- All advertising expenditures are currently on hold
- Souvenir Program
 - Canceled for 2020
 - Should a write up be done for historical purposes?
- Fair Poster
 - Digital Image?

School Tours

- Canceled

Cross Promotional Opportunities

- Canceled - Bandimere Speedway Partnership- 4th of July Jet Car Nationals Family Day
- Canceled- Colorado Polo Club- Denim & Diamonds (June)

VIP and New Sponsorship

- New approach – uncertain times, uncertain options
- Roll over to 2021, or refund

Next Meeting:

June 15

Comments: