



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

**WEDNESDAY, 2020 AT 6:00 PM**

**AGENDA**

**Meeting**

**Design for 2021**

Finalized unused design for 2020

**Workplan & Goals**

(See attached Goals Sheet)

**Souvenir Program**

Article Ideas – 2021 The Year of No Excuses!

Pam Spradlin

Paul Clayton (completed)

Others

**Fair Poster**

**Add 4-H & FFA logos**

**Add Concert Info**

**TV/Media**

**4-H Member Lives Here signs**

Positive Response

Buyer Signs

### **The Cowboy Channel**

Televised Sunday and all three performances livestreamed

8100 Subscriptions

Over 350 Hours spent viewing the Castle Rock Rodeo

Over 1600 Video views of Castle Rock Rodeo

### **Press Release Summary Susan Kanode**

#### **PSN Article**

#### **Cross Promotional Opportunities 2021**

Bandimere Speedway Partnership

4<sup>th</sup> of July Jet Car Nationals Family Day

Colorado Polo Club- Denim & Diamonds (June)

#### **Outreach Programs for 2021**

Ag Passport

School Tours

Others

#### **Royalty Program**

Queen, Rylee Bernier

Princess, Samantha Witt

No Public Fall Events (Highlands Ranch Days, CALF Fall Harvest Days)

Ghost Town Hoedown – Fair Foundation 10/24

Tentative: Colo Assoc of Fairs & Shows Convention & Royalty Clinic 11/13&14

NWSS 2021 - CANCELLED

#### **Next Meeting:**

November 16, 2020

#### **Comments:**