



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

**MONDAY, NOVEMBER 13TH, 2023, 5:00 PM**

**FAIRGROUNDS ADMINISTRATIVE CONFERENCE ROOM**

### **MINUTES**

**Website updates-** Staff presented the mock-up of the new Douglas County Fair & Rodeo website. Tori discussed the vision for the website and the customization of the WordPress platform. The mock-up was shown to the committee, and the color palette was discussed. The committee commented on the website experience and agreed it was a positive change from the previous website. Debbie liked the footer photo and color palette throughout. Scott asked if the event grid photos would take the user directly to the information they were seeking. Scott recommended that staff incorporate a NWSS article. The marketing committee offered to help provide content when the staff built the new site. Jennifer suggested we consider building hometown rodeo registration within the new site.

**Bidding Process and Versatility-** Debbie asked about the RFP for the digital media bid. The staff had no new information. Once the RFP is posted and the deadline is met, the committee will consider all bids. The committee discussed working with Versatility. The committee agreed to work with versatility on graphic design needs. Pam feels there needs to be improved communication and reliability within the process, especially regarding the souvenir program. The staff and committee agreed the overhead of what was paid for the digital media bid was not worth the effort. The committee would like to see a kick-off meeting scheduled in February to set expectations and timelines for all print projects. The committee discussed the 2024 poster. The committee agreed that they would like to see the poster designs from the lens of the pavilion. Tori requested the committee to send inspirational photos to provide Versatility. The poster will be requested to be completed by early January.

**NWSS Parade Entry-** Debbie discussed her role as the parade coordinator for the NWSS. Douglas County Fair & Rodeo sponsors, the Frank's, have registered as parade participants to represent the Douglas County Fair & Rodeo. Debbie requested Zach provide COI for the parade. The Frank's hang banners on their wagon while walking with their team of horses

during the parade. Zach requested Debbie send him an email summary and he will work on providing her with what she needs.

**Littleton Equine Calendar Sponsorship-** Tori discussed the opportunity to sponsor a 2024 calendar. The committee is interested but requested more information. The committee would like to know the cost as well as what they receive in return for the sponsorship. Tori to email the information to the committee once received.

**Logo-** Debbie discussed the evolution of the Douglas County Fair & Rodeo logo with the committee. The staff presented a few versions of the logo as well as a couple of refreshed versions. The intention of refreshing the logo is for visibility and simplicity. Teresa cleaned up the logo by dissecting the layers and removing intricate details that are difficult to view when the logo is printed small or embroidered. The goal is to better showcase where the Fair & Rodeo is. Staff discussed the importance of the timeless font and iconic bucking horse in the logo. Incorporating those is a priority. Jennifer and Debbie liked the black and white refreshed logo. Scott was concerned it would be costly to change the logo and was not sure if continuing to change the logo too often would benefit the branding. Pam suggested the Douglas County text be bold and larger. The committee also requested some brown be incorporated into the Fair & Rodeo text. Teresa is going to incorporate the requested changes and the committee is recommending presenting the new refreshed logo to the Fair Board at the next meeting.

**Next Meeting: Monday, January 6<sup>th</sup>, 2024**