



DOUGLAS COUNTY FAIR BOARD- GUEST SERVICES COMMITTEE

WEDNESDAY, MARCH 9, 2022 AT 5:30 PM

EVENTS CENTER CONFERENCE ROOM

MINUTES

Meeting

Shirt update

Samples have been ordered in polos and t-shirts. Sonia will bring them for the committee to see when they arrive.

Shirts will have a screen-printed logo on the back, and on the front left pocket.

Committee would like to stage photos of volunteers wearing the new shirts for use on the website, and in training materials.

QR code update

Staff has an account to create QR codes for the year. They can be placed on printed or digital items and linked to websites, videos etc...

Business cards update

The committee discussed information that should be on the business cards. Dates will be updated to include the first weekend.

Dick suggested that the phone number be removed since it's easily found on the website. Discussion was had and it was decided that the phone number would remain on the cards.

Committee confirmed "learning about our Western Heritage" is on the cards as a reason to volunteer.

Allison will send the approved business cards to Spradlin Printing for 500 to be made. Cards will be passed out at recruitment events, and to local businesses.

Volunteer email/postcard

The committee would like to send an email to the past volunteers with information on the Fair dates and how to register. Lisa Turner will create a draft and email it to the committee for approval.

Volunteer recruitment plan

Gabe will reach out to Dads of Castle Rock to see if they can coordinate volunteers from their group.

Committee wants to purchase booth space at Farmer's Markets. Would like to have a wheel that visitors can spin to win tickets or small prizes.

Scott mentioned that in the past we were involved with Parker Days and the parker parade, but we have not participated in either the last few years. Scott does have a float in the Highlands Ranch parade on July 4th.

Website Updates

Website will be updated to include minimum ages for volunteers in different positions. 16 years and older to volunteer on grounds, 18 years and older to take tickets and 21 years and older to sell tickets.

Website and other materials will be updated to say that orientation is mandatory for all volunteers. Volunteers will pick up their t-shirt at orientation and snacks will be provided.

Sponsorship Opportunities

The committee brainstormed ideas for recognition for a Volunteer Program Sponsor. Possibilities include a banner at the Command Center, shuttle signage if we have them, mentioned on website and in program.

Next Meeting:

4/13/2022 at 5:30pm

Comments: