



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

TUESDAY, NOVEMBER 3 2020 AT 5:30 PM

MINUTES

Attendance: Pam Spradlin, Debbie Mills, Synneva Knopp, Gabe Ryan, Dick Sabulsky, Jennifer Foss, Tom Harris

Virtual Meeting

Assessing Costs vs. Value

Debbie asked Synneva to expand on the agenda item of *Assessing Costs vs. Value*. Synneva explained that at the last meetings in September, everyone was tasked with reviewing the standard marketing plan/expenses and prioritizing what outreach efforts they felt were the most impactful. No one had looked at the budget since last meeting. Debbie told everyone that their feet were going to be held to the fire and it is important to maximize their dollars. Jennifer said it would probably be most helpful to go through line by line and figure out what's necessary, what's not and go from there. Gabe said the Committee could cut expenses by not overdoing things and also look at ways to generate a little more revenue. He used the example of not producing too many posters, but instead print a limited number and sell them.

The Committee committed to prioritizing budget items for the January meeting in addition to coming with any new ideas/proposals.

Souvenir Program

Debbie said she thinks the Souvenir Program is really a historical document and thinks it is important to keep doing it. Synneva asked what the Committee thought the Souvenir Program's purpose was and pointed out that it is very costly and maybe not the most helpful to fairgoers due to it being cumbersome and an overload of information. She proposed that maybe a one-sheet page with a schedule and map would be more useful. Tom said it's important to get it out beforehand to advertise and not necessarily for people when they get to the Fair. He also said he thinks there are enough Directors to get them distributed to local businesses and there isn't a need to hire someone to distribute them. He also advocated to utilize direct mail to distribute the Souvenir Programs and although he recognizes it's expensive, he also believes it to be very affective.

Dick stated that another advantage with direct mail is its ability to target demographics.

Debbie asked if someone would be interested in heading up the Souvenir Program or if maybe an actual subcommittee should be from. No one said anything.

Debbie asked Pam if she would be willing to provide quotes on what it would cost and Pam said the Committee would need to decide on the size of the program and quantity before she could get any quotes. The Committee determined they wanted to do half the size of a normal program and keep it around the same quantity as 2019 (8,000). Pam said she would provide quotes from 5k, 8k and 10k. Debbie asked Pam if she could provide quotes for the direct mail option as well. Pam said she could do that, but normally postage would cost the same if not more as the printing costs and that's not including the labor to mail.

Jen pointed out this year has caused everyone to reevaluate costs and so many people have gone away from print and are going towards social media for marketing purposes. She pointed out the importance of getting creative and not just repeating what has always been done.

Sponsorships

Sponsor Pamphlet- Debbie said she recently got her last edit requests to Synneva so there is not yet a final product to distribute to sponsors, although given the current COVID-19 restriction, she doesn't feel they can meet with sponsors at the moment anyways. She said businesses are holding their breaths again waiting to see what this new wave will bring, especially for the economy, so no one is making any decisions.

Holiday Card- Debbie said she will put something together so the holiday cards can be sent out to sponsors.

Outreach Plan- Debbie said it will be best to reevaluate at the January meeting and make a plan then given the uncertain circumstances.

Social Media

Jen sent out an email to Gabe and Darlene with a list of recommendations, but the subcommittee haven't put anything together yet. They will work on it in the coming weeks and get a schedule for Synneva so she can do posts.

Poster

'Pre-Poster' – There was a poster created with just the general Fair dates on it to be used for advertising at the upcoming craft fair.

Commemorative Poster- Gabe emailed people 3 examples. Debbie asked Gabe if he has an idea on what to do with the graphic. He said he has seen a lot of different rodeos do an overlay with a design and picture and offered to come up with an example as he has some graphic design experience. Synneva asked what image the committee would like to see on the poster and would it advertise the Fair & Rodeo or just the Fair. Jennifer said it should be similar or incorporate the picture used on all other marketing materials for this year. Gabe asked Synneva if she had the design and could send it to him to play with. She said she could do that. Debbie said she doesn't want to waste too much time on this until the budget is finalized.

Cost Estimate – Pam said she sent everyone an email before the meeting outlining a quote for how much it would cost to print the posters- \$850 for 150 \$993 for 250. She explained there is a way to print the posters so that you don't have to do so many at once, but it is still more expensive per poster, just less of a risk of having so many left over.

Networking

County Affiliations- Synneva said that there are not really too many events going on right now with COVID and asked the committee if they could identify their specific goals (awareness, sponsorships... etc.) of attending networking events so that specific opportunities could be identified.

Rotary- Debbie said the Committee might have better luck with trying to get involved with the Rotary than the Chamber. Tom said he could give a presentation to all the Rotary Clubs in Douglas County, which would be great publicity. He will talk to the head of the clubs and try and get on their schedule for sometime in April.

Royalty Program

Almost all events have been canceled due to COVID-19, however, the royalty girls will attend the Livestock Grant Award breakfast on 11/7 and the Holiday Marketplace 11/7-11/8.

Other

Ear Tag Keychain Quote- Gabe announced that he had received some quotes that were too high, but a few reasonable ones. He let the committee know he is willing to donate his time and funds to help accomplish this if necessary. Debbie said the Committee can't commit to an expense at this time and asked if it would be okay to review in January? Gabe said it can't be any later than January or else he won't be able to support the amount of work in the timeframe allotted.

Next Meeting:

Everyone will work on their own projects in December.

Next meeting: Tuesday, January 5 2020

Comments:

Tom is meeting with a sponsor tomorrow.