



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

TUESDAY, FEBRUARY 2 2021 AT 5:30 PM

MINUTES

Attendance: Debbie Mills, Gabe Ryan, Dick Sabulsky, Tom Harris, Jennifer Foss, Laura Martin, Darlene Craven, Synneva Knopp

Virtual Meeting

New Photo Update

Debbie presented the new photo design to be used on all 2021 marketing materials. The committee approved it.

Souvenir Program

The committee determined they would like to do a Souvenir Program even if it is only a digital version. They are going to stick to a schedule that Pam created in 2019 to avoid making last minute edits. Debbie asked for a volunteer to head up the Souvenir Program initiated, and no one volunteered so she said she would take care of it.

Once it is more clear what Fair will look like with this year's COVID restrictions, then the committee will decide if there will be any print copies (beyond the ones printed for the library/historical purposes) and how many. The committee is still very interested in direct mailing the programs if they print any.

Debbie asked Laura if she would help write some historical articles and she agreed to help.

Debbie expressed wanting to help select photos that will be shown in the Souvenir Program.

Outreach Programs

New Ideas?

Prioritize Marketing/Advertising Expenditures

The committee went through 2019 budget and expense list line by line to evaluate expenses and make a solid plan for this year. Expenses to be cut included: parade

supplies, the Chamber Night flyer, Champion Choice Roughstock Camp, NASH, and the LED billboard design. Jennifer said she would also try and reduce some of the advertising packages and her and Debbie would be setting up meetings with them for the following week. The committee did express that some items that were eliminated were things that were cut simply because of COVID, but they would like to see return in future years.

Social Media

Synneva stated that she hasn't received any social media content to support the schedule other than the Code of the West posts Jennifer sent to her. The committee said they would get her more content in the next couple of weeks. In the meantime, Jennifer asked if Synneva would start posting the Code of the West, Fair dates and sharing the PRCA posts on Facebook. Synneva agreed to.

Other

Synneva is reaching out to Colorado Community Media to let them know of the committee's plan for this year and get more information on ad pricing.

Synneva reached out to Pandora to set up a meeting to collect advertising information.

Synneva is getting quotes on coffee collars.

Gabe offered to send in an invoice to show that he is donating his time to create the keychains to help show that the committee is making an effort across the board to save money.

Next Meeting:

March 2, 2020

Comments: