



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

MONDAY, MAY 18 2020 AT 6:00 PM

VIRTUAL MEETING

MINUTES

Meeting

Royalty Program

Debbie brought her recommendation to the committee to offer the royalty girls an extended reign to carry over to 2021. Only Rylee and Samantha will be carrying on, the other two girls have previous commitments.

If the annual luncheon is to happen, it will be reduced in number of attendees and accommodate social distancing guidelines.

Debbie let everyone know that email notifications have been sent out to past window painting buyers with option to donate to Fair Foundation Royalty account (25% of proceeds go to royalty awards account).

The royalty girls will also be collecting donations for the Task Force & Parker Help Center.

Advertising

Debbie let everyone know that all advertising efforts and original plans are still on hold until the Fair Board knows how COVID will affect this year's Fair. Once plans are solidified, then advertising will be able to continue.

There will be no Souvenir Program this year. The

School Tours

All school tours have been canceled due to COVID-19.

Cross Promotional Opportunities

Debbie let the committee know that both the Denim & Diamonds in addition to the Family Day at Bandimere have both been canceled so there will not be those partnership opportunities this year.

VIP and New Sponsorship

Debbie discussed how it's harder to get new sponsors this year due to the uncertainty presented by COVID and the uncertain options we have to present to sponsors. The committee is focusing on keeping open lines of communication with sponsors and setting the stage for next year.

Next Meeting:

June 15

Comments: