



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

TUESDAY, JANUARY 3rd, 2023, AT 5:00 PM

FAIRGROUNDS ADMIN CONFERENCE ROOM

MINUTES

- Discussion of scaling back some pages in the souvenir program as well as ordering a lower quantity to cut cost. Pam to proceed with some quotes on printing. Pat and Debbie have submitted articles to Pam for the program. Pam to begin collecting necessary information and articles and to set timeline for developing program. Discussion of improved distribution system to hand out programs. Discussion to increase ad space cost for ½ page ad. Goal to evolve program to be more valuable to person who receives it. Idea to incorporate business coupons via QR code etc. Total expenses for 2022 program were \$11,684 and only \$4,025 was brought in for paid advertisers.
- Discussion of needing more \$15,000 sponsor items to offer in sponsorship packages.
- Discussion of RFP for media buyer. Status is pending and Douglas County staff hopes it will be sent for bids ASAP.
- 2023 Poster was revealed to committee and feed back discussed. Changes were made and Versatility emailed new revised poster on January 4th. Poster was emailed to marketing committee and final revisions to be discussed at February meeting. Request to add red, white and blue buntings to grandstands. Request to add signage and building for open class/marketplace to bottom of poster.
- Discussion to move meeting start time to 4:30 first Tuesday. Committee will try new time and re-evaluate.
- Discussion of promotional items for 2023 Fair & Rodeo. Need to order coasters, ChapSticks, coffee sleeves, challenge coins, and totes. Discussion to redesign pin to a simple design. Requested research and quotes for new items keychains, thumb drives, mini sewing kits

and microfiber towels. Discussion to get quotes and proof for new hats and t-shirts with 2023 poster image to sell at the 2023 Fair & Rodeo.

Next Meeting: February 7th, 2023