



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

WEDNESDAY, JANUARY 5, 2021 AT 5:00 PM

EVENTS CENTER CONFERENCE ROOM

MINUTES

Attendance: Debbie Mills, Michelle Bartlett, Pam Spradlin, Scott Candelaria.

New Marketing Avenues: The Committee discussed various new marketing avenues to include the following:

1. Recipe books for Open Class advertising
2. New companies for radio & tv ads
3. Look at advertising first weekend activities in Thirst Magazine
4. Coloring Contest in County newspaper
5. Opportunities on the County website
6. Giveaways at various events before Fair (parades, expos, etc.): Shirts, hats, sponsor window clings or lapel pins, drawstring backpacks, challenge coins, coffee sleeves, drink coasters for restaurants and bars, Chapstick, car magnets and QR code stickers.

Commemorative Poster: Debbie reported that Tom Harris is talking to a gentleman who will visit the Fair in 2022 to come up with ideas for a poster in 2023. The Committee would like to see the poster be very colorful, lots of graphics, and keep the rope theme that has been used in our marketing the last few years.

Rodeo Contestant Outreach Update: The Douglas County Fair & Rodeo will be sponsoring the National Western Stock Show contestant hospitality meal on 1/22/22 at 6:00pm. Debbie would like to have a few posters to hang up and business cards to hand out at the event. Staff will work on getting those done on a tight turn around time.

Souvenir Program: Debbie asked a member of the committee to take the lead on the Souvenir Program for the upcoming year. Pam agreed to take this on. The committee discussed printing only a limited number of copies for historical use, otherwise putting the program on the website, digitally only. Pam will put together a plan for the program and bring it to the February meeting.

Partnership Materials: Debbie is meeting with staff to do a walk-thru of the Fairgrounds to ensure all “sellable” items are recorded for sponsorships. After this walk-thru, she will work with staff to update the partnership materials.

Next Meeting: February 2, 2021

Comments: