



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

WEDNESDAY, OCTOBER 5, 2022, AT 5:00 PM

FAIRGROUNDS ADMIN CONFERENCE ROOM

AGENDA

- Business cards with QR code- creative arts specific and general fair and rodeo to pass out. Brainstorming places to hand them out ie: craft stores, parade, star lighting, stock show etc. QR code for open class/creative arts should take scanner to the competition rules. Pam to print 1250-500 pocket sized business cards and send proof to committee for approval and feedback.
- Creative arts- discussion to have interactive sessions throughout marketplace events center ie: live knitting or art demonstrations etc.
- Discussion to have more signage for creative arts/opened class
- Discussion of enticing ways to attract creative arts participants i.e.: giveaways or raffles with early entry etc.
- Sticker decals to be printed for sponsor thank you cards- proof will be emailed for approval prior to printing. Goal to send sponsor thank you cards by end of October.
- Douglas County Fair & Rodeo Flyer- committee discussion was that current flyer had too much dark color throughout. Requested to see a variation and to lighten it up. Discussion of a new vision for the poster. Inspiration came from previous Douglas County Fair & Rodeo Ferris Wheel poster. Meeting to be schedule with Shelby to discuss new vision for poster. Request to still include iconic entry arch of Fairgrounds. Goal for rough draft of poster is end of November.
- Sponsor program- revisions and updated discussed. Debbie to confirm all changes needing to be made for 2023 Sponsor Program. Discussion to increase full page ads to \$1500
- Ticket prices- discussion to consider increasing ticket prices \$1-2 dollars and to see what other County Fairs are charging in our region.
- Farm to Table- A lot of positive feedback on the farm to table event. Discussion on how to utilize the farm to table resources (tables, chairs, and tent) for another event to bring in Fair revenue.
- Sponsorship 2023- Discussion on how to better track sponsorship commitments and payments for 2023

- Next Meeting-November 2nd- request to discuss and review standard things in sponsor contracts and ideas to survey attendees of Fair for feedback

Next Meeting: November 2, 2022

Comments: