



## **DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING**

**WEDNESDAY, NOVEMBER 16th, 2022, AT 4:30 PM**

**FAIRGROUNDS ADMIN CONFERENCE ROOM**

### **MINUTES**

- City Life Magazine representatives did a presentation on special publication proposal for Douglas County Fair & Rodeo. There are editions for Highlands Ranch, Parker and Castle Rock. Distribution list of 220,000 people. Discussion of utilizing as resource to replace souvenir program or articles/ad spreads leading up to fair. Follow-up meeting to be determined for true proposal. Demographic is rich editorially and magazine has high end readership. Concern that project would not align with marketing/ad budget.
- Discussion of souvenir program having more value for civilian. Goal to include more usable coupon or QR codes. Discussion to increase ad space and offer smaller size ads.
- Discussion of putting out an RFP for a media buyer to analyze current marketing plan. Marketing should evolve with fair, and every resource should be utilized. A third party could help us to think outside the box and reassure our marketing plan is up with the trends. Marketing plan and tools should target certain demographics.
- Cynthia discussed community newsletter she is involved with and suggested marketing committee to utilize newsletter to promote and market fair and events. Cynthia to provide more information for submittal of articles etc.
- Discussion of update on poster for 2023 Fair & Rodeo. Versatility staff currently has poster in the sketch phase. First draft will be available 12/6 at staff meeting. The sponsorship brochure will also be revealed 12/6 to approve all updates and changes.
- Discussion of promotional items that need to be ordered early 2023. Pins, and challenge coins. Discussion of getting a quote for glasses wipes with logo.

**Next Meeting:** January 3rd, 2023