



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

**MONDAY, FEBRUARY 13th, 2023, AT 5:00 PM**

**FAIRGROUNDS ADMIN CONFERENCE ROOM**

### **MINUTES**

- Discussion of souvenir program. Pam gathered quotes from numerous printers. Committee agreed the normal sized print is best and agreed to cut pages down to 56. Committee did not want to pursue a digest size program. Pam to email quotes to staff for consideration. Staff uploaded files to ZOHIO folder for Versatility to have. Pam discussed the program documents pending and those that have been completed. Pam is working on articles on big concerts returning and one on Debbie. Debbie requested access to ZOHIO folder to upload documents. Pam is also working on receiving the commissioners welcome, Dean's message, and the rodeo pages. Pam requested access to Fair & Rodeo picture folders. Recommendation for cost of advertisement space in program to increase.
- Committee recommended red shirts for group Fair Board photo. Debbie to coordinate photo date with Terry in spring. Committee recommended individual photos be removed from program and group photo be used.
- Discussion of RFP for media buyer. RFP has been posted and all responses are due by the end of February.
- 2023 Poster final revealed to committee.
- Discussion of Constant Contact. Committee agreed to cancel subscription since it is not being utilized. Staff has other programs they can utilize for newsletters.
- Promotional items discussed and remaining budget for operating supplies. Remaining budget is \$920.40. Committee is going to recommend what items are valuable to purchase with remaining budget. Items ordered thus far are challenge coins, lapel pins, coffee sleeves, ChapStick, kid's stickers, and microfiber towels. Gabe discussed luggage tags and that he

would donate 100 to the Fair & Rodeo. Luggage tags to be considered for 2024. Cost for 300 luggage tags is \$324.50.

- Debbie discussed special programs like the coloring contest for preschools in Douglas County. Discussion to use animal logos as coloring sheets. Coloring sheets were not displayed in 2022 and committee would like to display in 2023.
- Cynthia and Pat presented their idea for a creative arts/open class window display for the Wilcox building. Discussion of ideas how to promote growth in open class. Committee will investigate creative art camps to sponsor or advertise at. Pat suggested handing out entry day packets and commentary/feedback cards. Debbie suggested to utilize Vi Living magazine for potential ad space.
- Debbie discussed youth night for the rodeo Thursday, August 4<sup>th</sup>. Idea to incorporate local sports teams or clubs for recognition and group ticket discounts. Staff to gather information and email perspective sports leagues. Requested committee to help come up with ideas or contact information. Goal is to draw in the youth demographic.
- Hospitality sponsorship as NWSS was well received and a success. Debbie discussed upcoming Cervi Ranch and Summit ProRodeo as option for meal sponsorship to promote Douglas County Fair & Rodeo. Committee agreed this was a valuable investment for marketing.
- Sponsorships are underway. Several returning sponsors have verbally agreed to their commitments for 2023. New sponsorships such as Lumen and Scheels are also underway. Debbie and Tori to review 2022 contracts and creating new 2023 agreements.

**Next Meeting:** April 10th, 2023