



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

TUESDAY, MARCH 2, 2021 AT 5:30 PM

FAIRGROUNDS EVENTS CENTER CONFERENCE ROOM

MINUTES

Attendance: Debbie Mills, Scott Candelaria, Jennifer Foss, Dick Sabulsky, Synneva Knopp

Meeting

Souvenir Program

The Committee discussed recognizing both the 2019 and 2020 Livestock Sale Buyers and Exhibitors in the 2021 Souvenir Program. The Committee plans to cut the program down by 8 pages to save on printing costs. They discussed the possibility of having a smaller sized program. Debbie reported that she has received most of the articles back. Darlene will help with a historic article that touches on how the Fair & Rodeo continued in 2020 during a pandemic. Debbie stated that she is going to offer people who have bought ads in the past the opportunity to sponsor 4-H awards.

Advertising Recommendations

Jennifer reviewed the advertising summary. The Committee decided to focus on advertising to Douglas County residents and will partner with Lamar, KYGO and Channel 2/31.

Sponsor Updates

All past sponsors have been contacted. Tom made a list of 30 potential sponsors to reach out to. He will be inviting them to the Cowboy Ball with a goal of getting 5 to join. The Fair Foundation will donate 10 tickets.

Community Outreach

Tom has set up presentations at Rotary Club meetings for the following dates: 4/28, 5/13 and 5/20.

Royalty Updates

Sam participated in Tim Tebow's Night to Shine.

Other

The Committee decided to order A3 hats/t-shirts, coffee collars, hand sanitizers, decks of cards, window clings and possibly pop sockets.

The Committee voted to having the Funny Man Clown Reunion at the 2021 Fair & Rodeo. Half of the reunion will take place at the Hall of Fame so the cost will be split in half. They will need 40 tickets for the Saturday night performance. The clown's spouses will probably attend the Queen Luncheon and be invited to shop in the Marketplace.

Next Meeting:

April 6, 2021

Comments: