



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

MONDAY, APRIL 10th, 2023, AT 5:00 PM

EVENTS CENTER CONFERENCE ROOM

MINUTES

- Pam addressed the committee with souvenir program updates. Pam emailed the article deadline of April 30th to all participating programs providing articles for the program. Dean provided his Chair Welcome letter. Debbie to provide article on 4-H/youth. Pam to produce articles on Debbie, possibly Luanne, and Joe (Fair Foundation). Discussion of article on bringing back big entertainment for concerts and our history. Committee requested ad sheet to be updated and printed in-house for distribution. Discussion to incorporate more coupons and QR codes to add value to program. Committee would like to ask Fair Board to brainstorm who to approach for ad spaces in program. Cynthia requested creative arts page and Fair & Rodeo schedule be relocated to the front of the program.
- Versatility presented digital marketing campaign for 2023 Fair & Rodeo. Versatility to create a content calendar and landing pages to push ticket sales for target event growth. 2023 Poster to be consistent in the branding and marketing for this year's Fair.
- Pat requested brochures be updated and printed to utilize as marketing tools for Creative Arts. Creative Arts provides superintendents with literature to distribute in addition. Pat to mark up brochures and send to staff.
- Debbie discussed school visits coming up. At the Fair Foundation Gala, four school visits were auctioned off. Royalty to visit schools and provide Dairy Queen treats to the children.
- Pat notified the committee that a local DCSD art teacher to provide open class/creative arts information to all DCSD art teachers.
- Kids coloring contest sheets to be displayed in Kirk Hall at the 2023 Fair & Rodeo.

- Received positive participation from returning Sponsors thus far. 15 contracts have been sent. A few other contracts are being finalized and sent by end of week. Roper to sponsor the Exceptional Rodeo. Roper requested to have a portable trailer with apparel etc at the Fair first weekend.
- Pat requested Thank You Letters be sent to all departments and superintendents who contributed to Fair & Rodeo. In previous years, the Thank You's were sent to volunteers only.
- Signage for Marketplace requested. Committee requested attendees be able to enter Fair through the Events Center for exposure to Marketplace in coordination with the other main entrance. Comments that bag checks were not consistent in Events Center and security concerns were posed. Requested more security and back checks within every entry point.
- Coffee sleeves will be distributed to committee at the May meeting to hand out to local participating coffee shops in Douglas County.
- Recommendation to utilize Castle View and Douglas County High Schools for trolley parking for 2023 Fair & Rodeo.

Next Meeting: May 8th, 2023