



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

TUESDAY, MAY 4, 2021 AT 5:30 PM

FAIRGROUNDS EVENTS CENTER CONFERENCE ROOM

MINUTES

Attendance: Debbie Mills, Scott Candelaria, Gabe Ryan, Synneva Knopp, Nate (SkorIt)

Meeting

SkorIt Presentation

The QR code will be made available to the audience through signage and will also be displayed on the video board. There is an opportunity for 12 sponsors to be featured on the app. Nate is checking to see if there are any distance/range limitations. Nate will be onsite; he will need to have access to WIFI Synneva will mention to the IT department so see if they think a MIFI is necessary. The Committee discussed advertising the app on social media in addition to displaying it on the daysheet.

Souvenir Program

Debbie explained that the deadline for having the Souvenir Program live has now been changed to 7/1 as 6/1 was too ambitious. There was no discussion of printing the Souvenir Program in regards to quantity or timeline.

Community Outreach

The committee has been attending Rotary Club meetings with the Royalty girls and there are a couple more meetings coming up in May.

The Chamber and Amy Sherman are sending out the Fair & Rodeo sponsor brochure to their contacts.

Advertising

KYGO has a new rodeo page they will advertise our the Douglas County Fair & Rodeo. Debbie is sending a video of rodeo highlights that was created a couple years ago.

Sponsorships

NavPoint is a new sponsor.

Merchandise

The Committee looked at the hat and shirt options that will be ordered with the PRCA logo on them. They decided on the burnt orange color and approved of the artwork.

Royalty

Debbie is working to get study packets out. They are attending a Special Needs Rodeo on 7/10.

Budget

There will be no additional budget requests for 2022.

Other

Debbie reminded the Committee that their goal is to sell out the rodeos.

Next Meeting:

June 1, 2021