



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

WEDNESDAY, MAY 4, 2022 AT 5:00 PM

FAIRGROUNDS ADMIN CONFERENCE ROOM

MINUTES

Attendance: Scott Candelaria, Michelle Bartlett, Debbie Mills, Jennifer Foss.

Media Advertising: Debbie is researching local magazines and newsletters to advertise the first weekend's activities in. The Committee recommends moving forward with 106.7 the Bull and iHeart Media streaming to supplement all other advertising. The in-person interviews for Fox31 & CH 2 are scheduled for July 28 and August 3.

Souvenir Program Update: Pam asked Debbie to update the Committee that she is working on ads and stories. Due to supply chain issues, the printer is asking for everything much earlier than in years past. The Director of Marketing for the Elizabeth Stampede would like to help with the souvenir program for 2023.

Sponsorship Update: Sponsorships are still going very well. Debbie and staff met with a representative from Fast Signs to see sponsor signage ideas they had for the grounds.

Social Media: Jennifer and Debbie met with social media influencer, Allison Wiens, to discuss marketing opportunities for Fair. She will provide the Committee a quote for her unique services by the next meeting.

Royalty update: Debbie talked to the Fair Foundation about taking on the Royalty Program. The Foundation moved to take on the Royalty Program starting in 2023. Royalty, in tandem with the 4-H Ambassadors, have several marketing opportunities scheduled including school visits, Rotary meetings and farmers markets.

Rotary Update: Tom has scheduled four Rotary meetings to attend and promote the Fair & Rodeo. These will be great opportunities to promote all aspects of the Fair.

Other: Michelle updated the Committee that all giveaways have been ordered but not delivered yet. Jennifer recommended using the Branded Maverick Marketing for press releases and social media during Fair for 2022. The Committee agreed.

Next Meeting: June 1, 2022