



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

WEDNESDAY, JUNE 1, 2022 AT 5:00 PM

FAIRGROUNDS ADMIN CONFERENCE ROOM

MINUTES

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

Media Advertising Update: Two interview dates have been set for Fox 31 & Channel 2 with Royalty and 4-H kids. Channel 7 have a scheduled interview with the Farm to Table Chef and will be doing advertising for us. They are hoping to use Josh Turner Voice overs for the concert when we receive them. 106.7 The Bull will start advertising the concert this Friday for two weeks. City Lifestyle Magazine has approached the committee about doing a sponsorship for 2023. They have done advertising for us and would like to do a piece on the Farm to Table Event in their October issue. Debbie will be talking with them further about opportunities for advertising for this year and 2023.

Souvenir Program Update: Pam and Debbie have been working diligently on the Souvenir Program. Almost all content has been sent to the graphic designer. Pam and Debbie will be working diligently as the pages come back to proof them and get the book sent to the printer.

Sponsorship Update: Sponsorships are coming along nicely. One chute sign sponsorship has come available, but already has interest from another sponsor. Debbie and Scott are still reaching out to potential new sponsors and will update the committee as they know more.

Royalty & Rotary update: Royalty has gone to two Rotary meetings so far and has two more scheduled. All have gone very well by promoting the Fair as a whole. Several people have approached at the meetings inquiring about sponsorships, ticket purchases, and the Jr. Livestock Sale. Royalty has at least two-three things scheduled per week up until Fair, including the upcoming Greeley Stampede.

Other: Pam will have the fabric tags printed soon for Open Class entry marketing.

Next Meeting: July 6, 2022