



## **DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING**

**WEDNESDAY, JULY 6, 2022 AT 5:00 PM**

**FAIRGROUNDS ADMIN CONFERENCE ROOM**

### **MINUTES**

**Attendance:** Debbie Mills, Scott Candelaria and Michelle Bartlett.

#### **Media Advertising Update**

**TV:** There are three upcoming interviews with Channel 7 (7/18/22) and Fox 31/Channel 2 (7/29/22 & 8/3/22). These will be live in-studio interviews with the Farm to Table Chefs, 4-H kids and Royalty.

**Sponsorship Update:** The deadline for all sponsorships is this Friday, July 8. Scott is working on a few sponsorships and will get Michelle and Debbie the information.

**Follow up at Fair:** Debbie asked the committee to make sure and thank sponsors and give them recognition every chance they can. We have a lot of new sponsors this year and we want to make them feel welcome to keep them coming back. We will have a VIP night on the Performance Platform on Saturday, August 6 for all sponsors above \$5,000.00 to thank them for their support.

**Royalty Update:** Royalty has gone to several schools and daycares and given out 80 GA tickets for the Fair via the coloring contest. Hopefully this will encourage families to come to the Fair.

**Rotary Update:** Rotary meetings have been incredibly successful and allowed the Fair to market not only sponsorships, but tickets, Livestock Sale buyers, vendors, volunteers and more.

**Other:** NavPoint has agreed to come to the Livestock Sale as buyers this year in addition to their sponsorship. GEM Enterprises will be delivering Souvenir Programs in the next few weeks all around Douglas County. Coaster and coffee sleeves have been a huge success this year and businesses have asked for them back in future year.

**Next Meeting:** September 7, 2022