



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

**WEDNESDAY, SEPTEMBER 7, 2022, AT 5:00 PM**

**FAIRGROUNDS ADMIN CONFERENCE ROOM**

### **MINUTES**

**Attendance: Debbie Mills, Michelle Bartlett, Pam Spradlin, Pat Salazar, Scott Candelaria, Tom Harris.**

#### **What marketing pieces worked and what didn't?**

The committee agreed that the business cards, coffee sleeves, coasters and sidewalk stickers were all great marketing tools for 2022. Pat would like to see Open Class marketed a lot more and asked of ways this might be able to be accomplished. The Open Class Superintendents are willing and able to help with anything the committee needs to market Open Class. The committee agreed that moving forward, they would like to ask each committee what their Marketing needs are for the year. They would also like to look at ways to revamp the Fair website to make it more user friendly.

#### **Souvenir Program - Pam Spradlin**

The committee heard all good things about the Souvenir Program including the look and articles included. There were a lot of sponsor ads this year, so the committee would like to re-evaluate the worth of the ads in terms of sponsorship.

The committee discussed article ideas for 2023 and ways to improve the Souvenir Program process. The recommendations for 2023 are to use OneDrive again to share files as well as give out less Souvenir Programs on the grounds and try to get them out to the public ahead of Fair.

#### **Sponsorship Follow Up**

The committee discussed the Commissioner letter that went out thanking sponsors for their contribution to the Fair. The committee would also like to send out a quick note to sponsors from the Fair Board as well. Debbie also asked the committee to think of ideas for a sponsor gift to present to the sponsors after Fair.

#### **2023 Art/Design thoughts**

The committee liked the overall design for 2022 and would like to use it moving forward with minor tweaks including changing the overarching color for 2023.

**Contestant Outreach - Marketing for 2023**

Debbie reminded the committee about the Cervi Contestant Camp on September 30.  
DCFR will be sponsoring the PRCA Mountain States Circuit Finals jackets again this year.  
DCFR will sponsor the NWSS Hospitality dinner on January 21 for contestant outreach.

**Star Lighting - Nov 19**

Tom asked if it was possible to have the sponsorship brochure could be ready by the Starlighting event.

The committee discussed designing a t-shirt to sell for the 2023 Fair.  
Scott would like to see the committee order souvenir lapel pins for 2023.

**Next Meeting:** October 5, 2022

**Comments:**