



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

MONDAY, JUNE 15 2020 AT 6:00 PM

MINUTES

Attendance: Debbie Mills, Darlene Craven, Jennifer Foss, Tom Harris, Pam Spradlin, Dick Sabulsky, Synneva Knopp

Royalty Program

Debbie stated that the royalty program has collected \$1,000 and 30 bags of groceries for the Food Bank and Task Force & Parker Help Center. She also mentioned that Dave Lowry of Allstate is adding to what has already been collected.

Advertising

Debbie let everyone know that KYGO has offered to do a couple PSA's for the Douglas County Fair & Rodeo at no cost. She requested that the committee pull together some articles and gather pictures to use on social media highlighting past Fairs. Darlene is supposed to have the Paul Clayton article done by 7/1, but is having trouble getting ahold of him. The Creative Arts Superintendents are working on putting together some educational material to be used to market for the 2021 Fair & Rodeo.

There is the possibility of the Wrangler Network livestreaming the PRCA performances in addition to the possibility of Channel 8 highlighting the 4-H shows and Jr. Livestock Sale. Debbie is looking into the possibility of meeting with Wendy or having Fair Staff meet with her to look into other resources the County may have to help promote Fair activities.

Sponsorship

There will be no formal action on sponsorships until there is a final decision on the variance, however, Debbie has about 15-20k in verbal commitments. Sponsors have been told that their monies will either be refunded or roll over to 2021 if canceled. The committee discussed various signage options and other ways for sponsors to receive perks or recognition.

Next Meeting:

July 20

Comments: