



Colorado State Fair

1001 Beulah Avenue | Pueblo, CO 81004 | coloradostatefair.com

BOARD OF AUTHORITY MARKETING COMMITTEE

Penrose House~1661 Mesa Ave
Colorado Springs, CO
Monday, November 18, 2019 | 11:00 a.m.
Call In – (719) 404-2106
Passcode: 1001

MISSION STATEMENT - to create an entertaining, inspiring and educational inter-generational experience highlighting the preservation, promotion and exposition of our state's vibrant and diverse agriculture, industry and culture.

AGENDA

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. 2021 FAIR THEME**
- IV. 2019 FAIR**
- V. 2020 MARKETING PLAN**
- VI. DIGITAL MEDIA**
- VII. TRADITIONAL MEDIA PLAN**
- VIII. PERFORMANCE AUDIT**