



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

**MONDAY, JANUARY 11 2021 AT 5:30 PM**

### **MINUTES**

#### **Virtual Meeting**

##### **Souvenir Program**

The committee compared quotes for the Souvenir Program for direct mail options at different. They expressed interest in still wanting to do the Souvenir Program no matter what for historical purposes.

##### **Sponsorships**

The Sponsor Pamphlet is at the printers. Synneva will let the committee know when they are available to pick up.

The New Year's greeting card is being sent out to sponsors.

Debbie has contacted most sponsors and is beginning to have meetings.

##### **Social Media & Activity**

Jennifer provided a social media schedule to Synneva and has several committee members coming up with content. Content will be provided as it's finished so Synneva can start posting. The committee will have more content to Synneva within the next couple weeks.

##### **Outreach Programs to Increase:**

The committee is committed to focusing on increasing rodeo ticket sales with the goal of selling out the rodeos completely someday.

##### **Prioritize Marketing/Advertising Expenditures**

Synneva stressed the importance of coming up with an exact marketing plan for the year so meetings can be scheduled, and expenses can be accounted for. The committee expressed wanting to continue most of their usual advertising- both media and print.

**Networking**

The committee agreed that it is important to get time slots to speak at the Rotary Club meetings scheduled now,

**Royalty Program**

The Dutch Anderson Memorial Gymkhana will take place on January 24.

**Other**

The committee would like to order the ear tag key chains. Gabe is going to donate the stamps and Synneva will order the keychains to ensure the purchase is tax exempt. Scott offered to help Gabe in any way that he could. The committee also voted to have chapsticks and challenge coins again. Synneva asked if the committee felt people wouldn't want tangible giveaways due to COVID. The committee did not feel it was an issue.

**Next Meeting:**

March 2, 2020

**Comments:**