



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

**WEDNESDAY, 2020 AT 6:00 PM**

### **MINUTES**

**Attendance:** Gabe, Scott, Jennifer, Dick, Pam, Darlene, Debbie, Synneva

#### **2020 Recap**

Debbie started out the meeting by saying how much the Foundation contributed to the Fair this year and how impactful it is. Moving forward she would like to see a portion of the money used for a free day at the Fair in honor of PS Miller. The committee all agreed it was a good idea when she opened it up for discussion. Scott said he thinks it is a good idea as long as the Foundation continues to fundraise and Pam said she saw Mark was very involved this year and was able to see the value in everything and it was a good start to a useful partnership.

Debbie shared ticket sale and Cowboy Channel statistics in addition to providing a report from Susan Kanode. Jennifer asked how Douglas County's rodeo views on the Cowboy Channel compared to larger rodeos. Debbie said it was well received and the Friday and Saturday performances did so well that the Sunday performance was televised in addition to being streamed on the app.

#### **Workplan & Goals**

The committee decided to use the design that was created for 2020, but was never utilized. They discussed the various printed marketing materials that are used and determined they will not do the mutton busin' postcards since NWSS is canceled, but may possibly advertise for mutton bustin' on the bookmarks. They also confirmed that they would like the 4-H and FFA logos added to the poster in addition to concert details if there are concerts. Synneva suggested doing a commemorative poster in addition to the normal one used for advertising, everyone agreed and Gabe said he could bring in examples he has from other rodeos for design inspiration. Debbie said the committee could always hold another contest like they did for the 100<sup>th</sup> Anniversary because they wouldn't need it as early in the year (not used to advertising and would be sold at Fair). The committee determined their main goal for 2021 would be to prioritize youth outreach and promoting agriculture in addition to animal welfare. The committee also voted on keeping the tagline, 'Long Live the Brand'.

#### **Sponsorships**

Tom Harris will be focusing on 10k and above and Debbie will focus on 10k and below. The committee reviewed the 2020 sponsorship material and made suggestions on changes they would like to see for this year. Synneva is going to work with Debbie on finalizing those changes before

submitting the requests to the graphic designer with a goal of getting a final product ready to use before November.

The committee decided on sending out a sponsor thank you card in December. Scott proposed that the Fair Board put a picture in the Fence Post thanking all Fair & Rodeo contributors.

Debbie brought up the marketing committee once again sponsoring the Mountain States Circuit. In the past, the sponsorship has cost \$500, but she proposed contributing more, anywhere up to \$3,000, in order to gain more visibility. Synneva said she would ask Luanne to see if there was room for it in the budget. Scott said he could personally help contribute if needed.

### **Marketing**

Jennifer Foss presented the idea of dropping flyers/info cards to schools. She recommended using a coloring sheet with ag facts on the back.

Gabe, Jennifer and Darlene will come up with a social media plan from January 2021 through Fair. They will come up with a schedule and content and Synneva will find pictures that coordinate with each post. They will have a schedule by November.

Gabe brought up the idea of having leather tags made to give away to contestants. The committee voted on them being 'ear tag' shaped. He is going to donate the leather and get a quote having the DCFR logo engraved on them.

The committee briefly discussed the Souvenir Program. Dick Sabulsky said he would focus on advertisement sales once again.

Pam discussed Chamber Night and said that she started it 9 years ago and doesn't think a single sponsorship has come out of it and recommends switching focus for 2021.

The committee reviewed the 2019 marketing expenses with Debbie providing explanations of each cost. The committee was tasked with prioritizing established expenses in addition to bringing new marketing ideas with associated costs to the next meeting.

### **Royalty Program**

The 2021 Queen is Rylee Bernier and Princess, Samantha Witt. Most public events in the fall are canceled with the possibility of the CAFS conference and royalty clinic in November in addition to the Starlighting. The girls will attend the Ghost Town Hoedown hosted by the Fair Foundation.

### **Other**

The committee voted to recommend Debbie to continue as Marketing Chair to the Fair Board. Debbie said she would like to suggest having a Vice Chair for the Marketing and that she would recommend Jennifer. Scott recommended Debbie and Jennifer and Gabe seconded.

Debbie let the committee know that there is a possibility that the Hall of Fame will be hosted at Douglas County again in 2020, but nothing is set in stone yet.

**Next Meeting:**

November 16, 2020