

**39<sup>th</sup> District Agricultural Association  
Minutes of the MARKETING COMMITTEE  
February 13, 2008**

A Marketing Committee meeting of the Board of Directors of the 39<sup>th</sup> District Agricultural Association was called to order at 3:47PM by CEO Malerbi in the Administration Building, Frogtown®, Angels Camp, CA on Wednesday, February 13, 2007.

**Committee Members Present:** June Downum, President Kautz (arrived 4:00P)

**Other Board Members Present:** Erickson

**Staff Members Present:** Ray Malerbi, General Manager; Laurie Giannini, Facility Marketing Representative; Eden Sanders, Board Secretary

**Guests:** There were no guests

**Frog Jumps**

Ms Giannini reported that the Frog Jump Committee has been re-named "Friends of the Frog", and has high hopes that Sandy Lima will be able to engage the community in the program. To date, the Committee has received no response to letters sent last month to the frog teams explaining the new frog team pass program in place for this year. Ms Giannini is working with the schools on a third grade curriculum program regarding frogs and frog jump history. On display were two artifact display cases that will be filled with Fair memorabilia and circulated for public view among the larger fair sponsors within the county.

Director Downum asked how she should answer questions from the public who have a negative impression of the Fair's relationship with the Boosters. Ms Giannini said that members of the Boosters were invited to participate on the Friends of the Frog Committee and that there appears to be only two or three active Boosters. She said several former Boosters are participating on the Friends of the Frog Committee.

**Sponsorship**

Staff is excited that sponsorship commitments are at about the same level as last year. Payments are coming in later than last year with \$25,000 received to date. Reminders went out last week to past sponsors who have not yet responded. The hospital will have a full-Fair presence in Mark Twain Hall and will be participating in Kid's Day as well as Heritage Day. New sponsorships are being solicited by Director Campbell, who is working with the Bank of Rio Vista in Valley Springs, and Director Downum who has set up appointments with several businesses in addition to enlisting Sheriff Downum for a bronze sponsorship. Directors are encouraged to use their contacts to enlist new fair sponsors.

**Group Sales**

The Fair has been working with Lacy Newfeld on advanced Group Sales programs. Schools and associations may sell Fair packages as a fund-raiser with Lacy receiving a \$5 commission for each \$25 package. The package reflects a \$16 savings. Another advanced sale program targets businesses, associations and families with entrance and a catered picnic on the fairgrounds during Fair. Fliers advertising these promotions were available.

**Entertainment**

The Fair is relocating the entertainment from the Beer Garden to a new stage to be set up in front of the arena. The Saturday headliner is almost secured but may not be announced yet. The cost is within the budget and this entertainer has songs that are being played on the radio. Two new entertainers are Farmer Earl and a family fiddle group.

### **Board Representation**

Board members are requested to attend functions as representatives of the Fair. Director Campbell will be attending the Chamber Mixer on the Fair Board's behalf.

### **Marketing**

Ms Giannini announced that she has reduced her Marketing budget for this year and presented a package containing printed marketing material that is distributed to local schools and businesses for review. The 5-page school packet is a 3<sup>rd</sup> grade curriculum that contains a brief history of the fair and an article about bullfrogs with a match-the-question-and-answer sheet and a word search puzzle. A four-page packet describing various ways businesses can promote themselves via fair participation was also reviewed.

Other advertising and marketing programs were reviewed including tried-and-true programs and a new Event Sign promotion. The Fair is looking for local businesses to grant the Fair use of vacant land for signs to be put up 3 weeks prior to Fair. The signs will be removed the week after Fair. Laurie Giannini was recently interviewed by Kathy Mazzaferro on her CCTV show which will be airing over the next several weeks. The interview focused on the Fair's contributions to the community and on Fair funding.

### **Hospitality**

Due to budget restraints, Board sponsored dinners are being limited to the Wednesday night Bar-B-Q in the Cattlemen's tent and the catered Saturday night dinner in Frogeteria. The Sponsor's Deck will only be serving beverages this year.

### **Adjournment**

The meeting was adjourned at 4:28 PM.