

NOTICE OF JOINT COMMITTEE MEETING

16th District Agricultural Association

Marketing Committee Meeting and Fair Programs Committee Meeting

California Mid-State Fair, Skybox
2198 Riverside Ave, Paso Robles
Monday, November 18th, 2019
11:00 am

AGENDA

Mission Statement

“To Celebrate our Dynamic Community”

Vision Statement

“The 16th District Agricultural Association produces the California Mid-State Fair, which preserves, promotes, and showcases agriculture, the arts, the talents of our citizens, and the traditions of our region while maintaining a dynamic multi-use and solvent year-round event center.”

- I. Call Meeting to Order
- II. Introduction of Guests
- III. Approval of Absences
- IV. Public Comment Period: This is the time the public may address the Board on items other than those listed on the agenda. Public comments shall be limited to five (5) minutes per speaker. Comments on items which are listed elsewhere on the agenda should be held until that item is being considered so that public testimony can be considered at the time the item is deliberated.
- V. Approval of Minutes, October 14, 2019
- VI. New Business
 - A. 75th Anniversary Task Force Report
 1. Logo Design
 2. Aged 75 and over receive Free Admission
 3. Wranglerettes
 4. Cattle Drive—Directors Borjon and Lacey to meet with City
 5. Staff to Do’s
 - a. Red “Carpet” and Spotlights (Hollywood style)
 - b. Incorporate “new” logo on yearly signs, staff shirts, etc.
 - c. 75th Anniversary lanyard to all staff, Board Members, Sponsors
 - d. “Snakes Alive” – new area
 - e. Budweiser Clydesdales
 - f. Hearst Castle celebrates 100th
 - g. Wine History Exhibit
 - h. 75th Video in Exhibits Building and before Concerts
 - i. Tractor Parade
 - j. Old Cowboy Hat Wall
 - k. Marigolds in Horseshoe

- l. Showcase of Cities “throwback”
- m. “Spirit of the Fair” – CMSF Whiskey
- n. 75 day marketing countdown
- o. “Throwback” public judging contests
- p. Free Carnival Rides Opening Day
- q. Chill Zone continues with changes
- r. “Collections” entered through Exhibits Department
- s. Hall of Fame admission/special luncheon – kickoff at Annual Dinner
- t. Commerative Water Bottles
- u. Photo Opportunities
- v. Commerative pins for purchase and for giveaway
- w. Fair Landmarks – 8-12 people, places, things

B. 75th Anniversary Promotions

C. Interim Marketing

- 1. Internet Upgrade Costs
- 2. Customer Service Training Opportunities
- 3. Community Partner Meeting for PREC Strategic Marketing Plan, November 18, 2019 2:00-4:00

D. Promotions

- 1. Carnival Promotions
- 2. Other Fairtime Promotions
 - a. 75 and Older Free
 - b. Discount before 4:00 pm
 - c. Group Promotions

E. South Gate and Davies Park Areas

F. The Marketplace RFP

G. Board Comments

VII. Adjournment

Date of Notice: November 6, 2019

- 1) Persons with disabilities who may require accommodations to attend the meeting are requested to contact the Administration Office at (805) 239-0655
- 2) 16th DAA agendas can be accessed on the web at: <https://www.midstatefair.com/fair/board-meetings.php>