



88TH PUTNAM COUNTY AGRICULTURAL FAIR JULY 31-AUG. 9, 2014

Agenda****

Board Meeting, March 13, 2014

Events Committee will meet at 5:30p – Board will meet at 6:00p

Prayer

- 1) Roll Call – Jane
- 2) Approval of Agenda and Minutes of Last Two Meeting
- 3) Approval of Financial Report and Bills to be Paid
Checks and Contracts to be signed

Comments from Guests if they have issues to raise...

3) Old Business
Any follow-up on By-Laws

- 4) New Business
- a) All Committees will make a “quick” Report on Planning (2-3 minutes each)

Events

Operations

Sponsorship

Public Relations and Marketing

Volunteers/Junior Fair Board/Volunteer Fair Board (Share guidelines for what Junior Fair Board Members will do)

Fairest of the Fair

- b) Concession Contract and List of People who will sell food at the fair
– Kim

Kim will share a copy of the contract and the list of concession operators with us, discuss the waiting list, and how we respond to people who want a food booth at the fair. She will also give us an overview of what to look for in a contract.

- c) Website – Getting Your Information on the Website – John/All

All information going on the website must be in Word or Excel – bring a hard copy your information to the board meeting, and then email it to John.

- d) Updating our Sponsor’s List for the Fair Book and Website –
John/All

Each Board member should email a list of new sponsors with contact names and addresses in advance of the board meeting – running list shared at the board meeting.

e) Making Decisions about Public Relations and Marketing – All

We need at least one more board member to help David – Contract with the Herald Citizen and Radio Stations – develop a plan for radio and TV work – Morning Mayor, Community TV Channel, Magazine placements, Senior Times, UCEMC Magazine, Tennessee Magazine, etc. Develop a general news release on the Fair. Develop talking points about the fair for Board and Jr. Fair Board.

f) Let's talk about what marketing materials we will need, how many copies of each and how and when we will distribute the marketing materials

We will have posters, fliers, fair programs, posters from the James Gang to be distributed – Tim and Jerry to develop a list of places where we should leave materials and each board member will select the locations they will be responsible for.

Determine dates materials are to be ready for distribution, quantities needed of each, and how and who will manage the packaging and distribution.

g) Let's talk about all the labor needs we have at the fair, who is being hired, how much is being paid, who will be supervising them and what are their jobs – Kim – All

h) First Draft of the Budget – All

We will walk through the first draft of the budget with all board members expected to bring cost estimates for any of your responsibilities needed to complete the budget. A draft of the budget will be emailed in advance of the board so you can see if additional estimates are needed.

i) Contract we use for commercial and educational exhibits – Patti please share a copy with all the board so we know what it says

Patti maintains this contract and sends it out when Patsy gives her a name and address of an exhibitor.

Future Board Meeting Dates are:

Thursday, April 3

Thursday, May 1

Possibly a called Meeting by the President May 22 or 29 or both, to package and pickup marketing materials for distribution – depends on what dates we determine to have materials ready.

Thursday, June 5

Thursday, July 3 (We may want to meet on July 10 if family plans for the 4th)

Suggest we find ways to have our meetings at the fairgrounds in May, June and July?