

4-H Outdoor Committee Meeting- Minutes
May 13, 2019
Upper Conference Room @ 5:30

Minutes from March: *No Action taken for April Minutes.*

Superintendent Reports:

- Youth Council – *No update because they have not had a meeting since the last outdoor meeting.*
- Beef – *Had open scale day and only weighed one steer but was able to stay and help James with swine tagging. Looking at an open scale night in June and also an AI school for kids.*
- Dairy – *Daisy will be helping with E.H. egg days.*
- Dog – *Had meeting on Friday night and they are in full fair mode now.*
- Goat – *Tagged 11 market goats and have 20 total kids in the project. Karen will need to add a new class of goats since two girls had a drift. This will be inserted into the book.*
- Herdsmanship – *Youth council is discussing.*
- Horse – *They will have a clinic at Troy Wheelers house on Saturday May 18th from 9-2 to learn how to work cows. May 19th open riding at the BHB. May 24th all paperwork is due to the extension office.*
- Livestock Judging- *Nothing until the Nile with optional camps before then.*
- Poultry – *Had meeting Saturday and they practiced showmanship and next meeting is June 8th and will do bird washing.*
- Quality Assurance – *All QA classes done until next year.*
- Rabbit – *Had rabbit agility with 3 kids and next meeting will be May 20th at 6pm at the BHB.*
- Round Robin – *Get judges submitted for round robin. The clinic is on hold unless someone else can pick up besides Hamilton's.*
- Sale – *End of meeting.*
- Sheep – *Tagged 47 sheep last Sunday and will do a sheering workshop on May 19th at 1 pm at the back of the BHB.*
- Swine – *Tagged 150 swine and have 109 kids signed up. Remind kids to have all pigs wormed.*
- Extension Report – *Janet explained a lot of money was not deposited where it should be when Maureen was employed, and they are working to find and move where it should be. Janet will be in the office working on fair things and helping the new admin support. Kara reported that the youth still wants to move forward that all record books must be completed and signed off my project sups before being allowed to bring animals to fair each year. This won't be implemented until 2020.*

New Business:

- Project Update- *Get David and Sean a list of items you might want for fair.*
- Panel update- *The panels and gates have been ordered. They won't be here before the jackpot show.*
- Sales Meeting- *David and Karen are still working on the contract for Tizer Meats to sign. David is working on getting the list of people hauling animals together. Denise and the youth council reported on advertisement costs and ideas. The committee anonymously voted to spend \$5350 on the proposed advertisements for this year's fair with it being a trail year. (attached PowerPoint with more information)*

Old Business

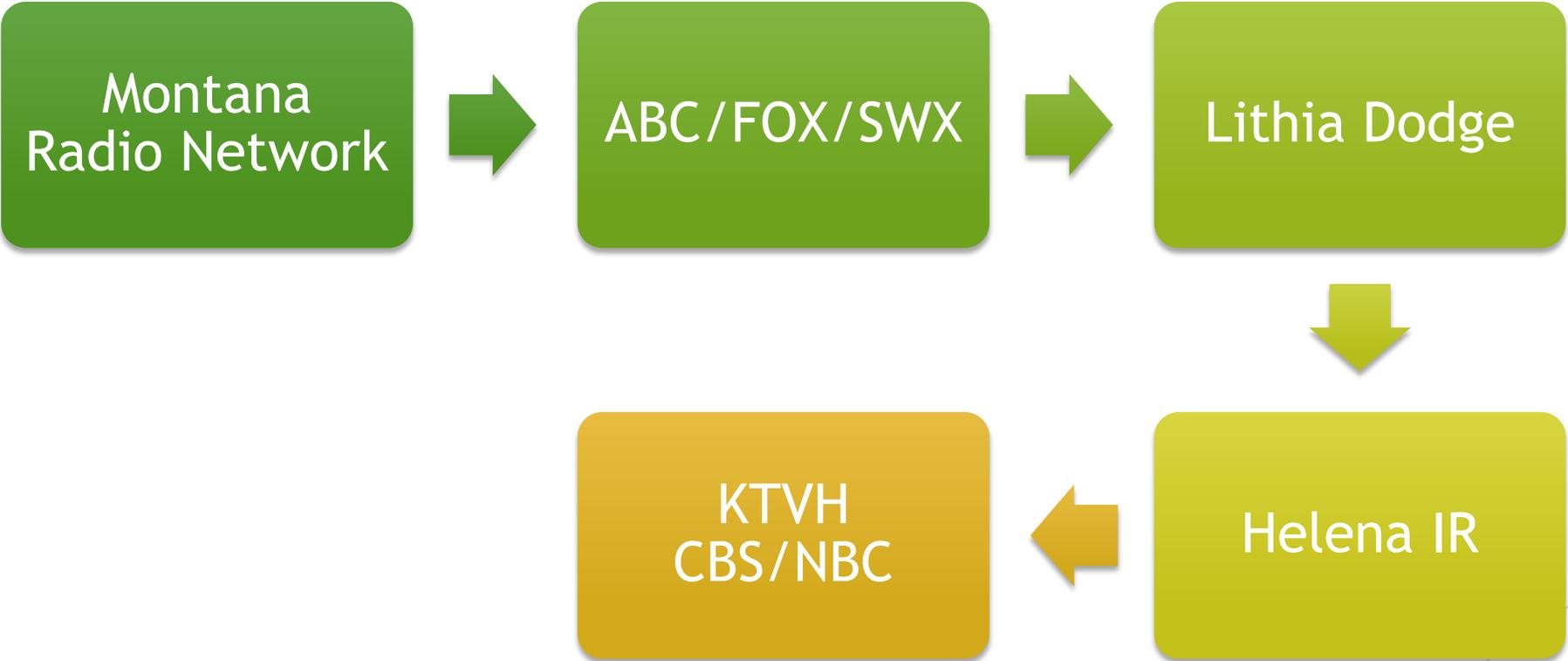
- Pig Barn Rails- *James will take the lead and work on getting pig barn rails.*



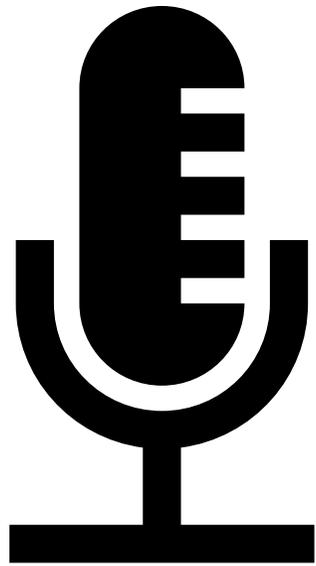
Marketing Committee Proposal

Lewis and Clark County
4-H Livestock Sale

Process



Montana Radio Network



- ▶ 1:1 PSA Rate
- ▶ Run ads 1 week before on 3 Stations
 - ▶ KCAP
 - ▶ ESPN
 - ▶ KBLL
- ▶ Add Mighty Mo, KMTX and/or DAVE FM and increase frequency week of sale

FREE ADD-ONS:

- ▶ Interviews with
 - ▶ KBLL, ESPN, KCAP, Mighty Mo, KMTX
- ▶ DJ mentions following Interviews
- ▶ L&C Fair will mention Sale leading up to Fair

SPEND: \$2000

KTVH



This schedule will reach over 37,000 people 25 and older 12 times over 6 months!

10 Commercials in Early Today Daybreak, Today Show

**10 Commercials in The Tonight Show/The Late Night OR
The Doctors/Judge Judy**

**10 Commercials in NBC Premium Programming,
KTVH News**

**35 Added Exposure Commercials to run in NBC
Programming!**

65 (:30 sec) Commercials in July

One Standard Produced (:30 sec) Commercial Included*

Plus Eblast to 10K Subscribers

SPEND: \$1250

**Commercial value is \$600.00 and can only be used on KXLH or KTVH
Limited number of packages available! Only one package per business*

This content is protected by KXLH/KTVH. This is a non-cancelable/non-transferable agreement. All rates are net.





Helena IR

- ▶ Thank You Insert following Sale
- ▶ Front page sticker Sunday, July 21st

FREE ADD-ONS:

- ▶ Fair Press Releases
- ▶ Design

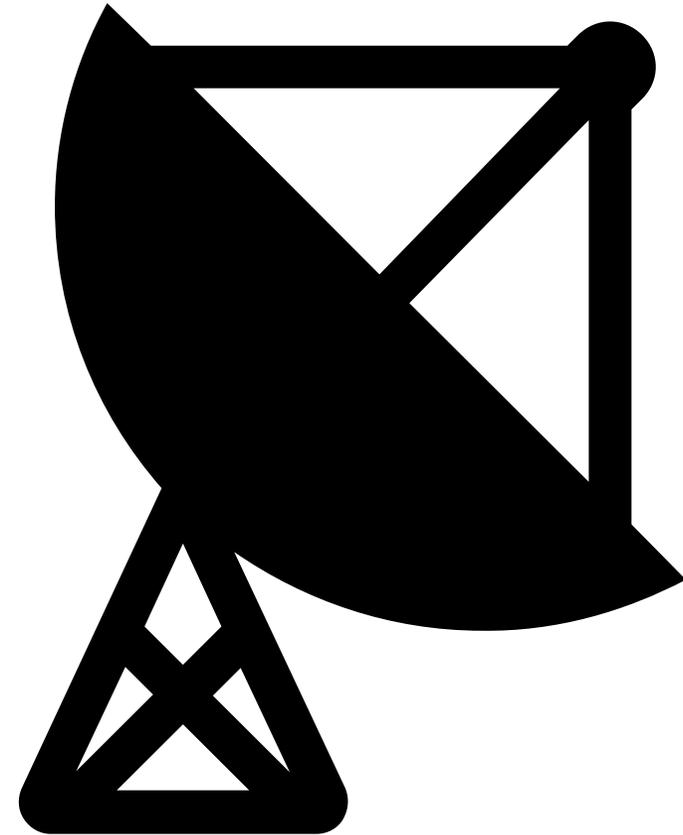
SPEND: \$2000

ABC/FOX

- ▶ 1:1 Ad Spend
- ▶ Weather Billboard
 - ▶ Wake Up Montana, 5, 6, 10 p.m. News
 - ▶ Split signal
 - ▶ Monday, July 22nd – Friday, July 26th

FREE ADD-ONS:

- ▶ Interviews with Wake-Up Montana
- ▶ Fair press releases



SPEND: \$300

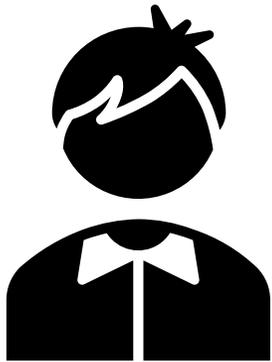
Social Media



- ▶ Facebook Campaign July 15th-26th
- ▶ Display with Boosted Posts

Spend: \$400

Carboard Cutouts



- ▶ Place cutouts at 3-4 high traffic businesses to promote sale

Spend: \$400

Donated Opportunities

- ▶ Valley Bank radio spots
- ▶ Reader Boards with area businesses
- ▶ L&C County Fair Radio Mentions
- ▶ Interview on Local Helena Public TV - end of June



Funding



\$1000 from
McDonald's

% from animals
sales

Proposed Modifications to Sale

Recognize 2018 Top Buyer with plaque at beginning of sale

Take more time to recognize Grand and Reserve buyers

Staging area to take pictures with buyers and 4Hers with or without animals

Present buyer picture day of sale along with certificate

Foundation or 4H Club - Sell frames as money-maker

Reserve Seats for Top 10+ or more buyers around ring

Proposed Modifications to Sale cont'd

Screen

- Rearrange screen and design better process to display 4Her's name and number during bidding and display buyer after each animal is sold

Porta Potties

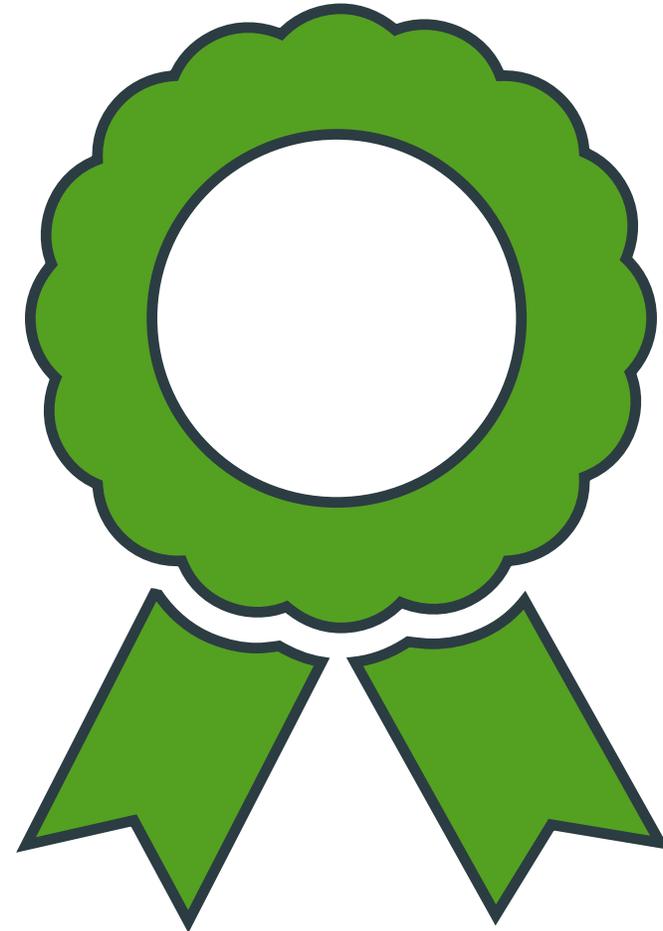
- Add more porta potties to West side of barn day of sale

Meet with Pate Auction

- Recognize buyers and bidders
- Do not miss bids
- Draw more bids with banter between bidders

Proposed Modifications to Sale cont'd

- ▶ Change sale order by:
 - ▶ Moving Grand and Reserve Showman behind Grand and Reserve Market AND
 - ▶ Market Ribbon Placing OR
 - ▶ Showmanship placing OR
 - ▶ Other to represent product quality and/or effort



Next Steps



RADIO AND TV
SCRIPTS



SET-UP RADIO
AND TV
INTERVIEWS



ACTORS FOR
COMMERCIALS



INTERVIEWEES



DESIGN
NEWSPAPER
LAYOUT



DESIGN WEBSITE



SET-UP
FACEBOOK
CAMPAIGN



DESIGN AND
ORDER CUTOUTS