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 Wheeler’s 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 shearing 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 by 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
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 21\textsuperscript{st}

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 22\textsuperscript{nd} - Friday, July 26\textsuperscript{th}

FREE ADD-ONS:
- Interviews with Wake-Up Montana
- Fair press releases

SPEND: $300
Social Media

- Facebook Campaign July 15\textsuperscript{th}-26\textsuperscript{th}
- 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