



**WISCONSIN STATE FAIR PARK BOARD
MARKETING COMMITTEE STRATEGIC PLANNING MEETING**

Tuesday, October 10, 2017 | 9:00am-3:00pm

Lower Level Conference Room

Tommy G Thompson Youth Center at State Fair Park
640 South 84th Street, West Allis, WI 53214

AGENDA

1. Welcome and Introductions
2. Meeting Purpose/Agenda Review
3. Special Remarks – Board Chair and CEO
4. Strategic Planning Introduction
5. 2017 Marketing Review and Analysis
6. Strategic Planning
7. Adjournment