

WISCONSIN STATE FAIR PARK

WISCONSIN STATE FAIR PARK MARKETING COMMITTEE MEETING

Friday, April 14, 2023 – 9:30 - 11am

<https://wistatefair.zoom.us/j/82551833866?pwd=ZVNMVDZQZW5Cem1DR1krWDJIWGhZQT09>

AGENDA

1. Call to order/Committee Chair's Remarks
2. Committee Introductions
 - a. Introduction of Committee Members
 - b. Review of Marketing Committee Charter
 - c. Review of Committee Meeting Plan & Overview
3. Approval of January Meeting Minutes – Action Required
4. 2023 Updated Advertising Budget Review
5. 2023 Creative Campaign Review
6. 2023 Sponsorship Update
7. Convene into closed session per 19.85(1)(e) - deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business for competitive or bargaining reasons. The committee will convene into open session.
8. 2023 Sponsorship Approval – Action Required
9. Adjournment