

WISCONSIN STATE FAIR PARK

WISCONSIN STATE FAIR PARK MARKETING COMMITTEE MEETING

Thursday, October 26, 2023 | 9 - 10:30am

<https://wistatefair.zoom.us/j/83156592791?pwd=0GaRWEEQYAsK6HbHx1N1NKMB45zHSk.1>

AGENDA

1. Call to order/Committee Chair's Remarks
2. Approval of April Meeting Minutes – Action Required
3. Committee Meeting Plan & Overview
4. 2023 Marketing Recap
 - a. Marketing Campaign
 - b. Advertising
 - c. PR
 - d. Sponsorship
 - e. In-kind Trade
5. 2023 Holiday Promotion
6. Adjournment