

WISCONSIN STATE FAIR PARK

WISCONSIN STATE FAIR PARK MARKETING COMMITTEE MEETING

Friday, January 19, 2024 | 9:00 - 10:30am

Zoom Video Conference

<https://wistatefair.zoom.us/j/88159427386?pwd=pl5WqVeJ6Co5NrXOoywijuXZvtS4B.1>

AGENDA

1. Call to order/Committee Chair's Remarks
2. Approval of October Meeting Minutes – Action Required
3. CMO Position Update
4. Holiday Promotion Recap
5. 2024 Advertising Budget Review
6. 2024 Creative Campaign 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. 2024 Sponsorship Approvals – Action Required
9. Adjournment