

WISCONSIN



STATE FAIR PARK

WISCONSIN STATE FAIR PARK MARKETING COMMITTEE MEETING

Friday, November 8 - 9:00 am

Zoom Meeting

<https://wistatefair.zoom.us/j/86994421164?pwd=bguN5ybmENTWb5ZPoh1mRkb98OiUuZ.1>

AGENDA

1. Call to order/Committee Chair's Remarks
2. Approval of April and May Meeting Minutes – Action Required
3. 2025 Committee Meeting Plan/Schedule
4. Committee Charter Review before next meeting
5. 2024 Wisconsin State Fair, Harvest Fair and IndyCar Recap
 - Campaign & Creative
 - Advertising & Digital Marketing
 - Social Media & Email
 - Public Relations & Communications
 - Sponsorship
6. 2024 Holiday Promotion Plan
7. Adjournment