

WISCONSIN



STATE FAIR PARK

WISCONSIN STATE FAIR PARK MARKETING COMMITTEE MEETING

Friday, January 17, 2025 – 9:00 am

<https://wistatefair.zoom.us/j/89515922125?pwd=1HbtSAYqvBQI0hW1lz2MyL7cV2W3Uz.1>

AGENDA

1. Call to order/Committee Chair's Remarks
2. Approval of November Meeting Minutes – Action Required
3. 2025 Committee Meeting Plan/Schedule
4. Committee Charter Review
5. Holiday Campaign Recap
6. Main Stage Marketing Update
7. Advertising Update
8. Creative Campaign Update
9. Sponsorship Update
10. Year-round Marketing Update: Milwaukee Mile/IndyCar
11. Adjournment