



**WISCONSIN STATE FAIR PARK
MARKETING COMMITTEE MEETING**

Monday, October 27 – 10:00 am

ZOOM MEETING

<https://wistatefair.zoom.us/j/84084652478?pwd=AvQYu88HPCMNH3yaIPdxbyzLUq9g6Q.1>

AGENDA

1. Call to order/Committee Chair's Remarks
2. Approval of May Meeting Minutes – Action Required
3. Committee Meeting Plan/Schedule
4. 2025 Wisconsin State Fair, INDYCAR, and Harvest Fair Recap
 - Campaign & Creative
 - Marketing
 - Public Relations & Communications
 - Sponsorship
5. 2026 Plan
 - Event Dates
 - 175th Anniversary
 - Holiday Campaign
6. Adjournment