

CITY OF GLENDALE
2200 W. Bender Road
Glendale, Wisconsin 53209
2019 WELCOME TO GLENDALE MARKETING COMMITTEE

AGENDA

Wednesday, January 23rd, 2019...1:00pm to 3:00pm

1. INTRODUCTIONS
2. UPDATE ON REGISTRATION WITH THE STATE OF WISCONSIN
3. WELCOME TO GLENDALE BUDGET
4. STATE OF HOTELS IN 2018
5. FOURTH QUARTER PROGRESS
6. 2019 GOALS DIRECTED BY THE COMMITTEE
 - a. Market hotels locally: Key organizer websites (Bavarian Soccer, Glendale Little League, Cardinal Stritch), PDF created, meeting planner guide in the works, map distributed, NETWORK AT NIGHT, Email Blasts, Facebook Boosts, Website. Meeting with faith-based leaders. Working on CVB rates with hotels.
 - b. Market Glendale to drive markets: Creative Campaign and Marketing Budget for Chicago Market.
7. BIKE TRAIL CONNECTION TO RICHARD E. MASLOWSKI PARK
8. UPCOMING GLENDALE EVENTS
 - a. Wisconsin Beer Lovers, Fourth of July, Music in the Glen, Rootbeer Bash, Oktoberfest, NETWORK AT NIGHT
 - b. NEW! Krampusnacht and Wisconsin Coalition (Both at the Bavarian Bierhaus)
9. NEXT COMMITTEE DATE
10. ADJOURNMENT