

**CITY OF GLENDALE**  
**2019 WELCOME TO GLENDALE MARKETING EXECUTIVE COMMITTEE**  
**RICHARD E. MASLOWSKI PARK**  
**2200 W. Bender Road. Glendale.**

**AGENDA**

Wednesday, October 2nd, 2019...1:00pm

1. INTRODUCTIONS – NEW MEMBERS
  
2. REPORT ON ROOT BEER BASH
  
3. BUSINESS ASSOCIATION UPDATE
  - a. Personnel
  - b. Network at Night
  - c. Cardinal Stritch/Bryant Stratton Professional Development
  - d. Coupon Booklet
  
4. NEW WEBSITE UPDATE
  
5. DNC MAILER CAMPAIGN UPDATE
  
6. NEW TRAILHEAD
  - a. Campaign
  - b. Milwaukee Cycling Center
  - c. Ad in Wisconsin Bike Publication
  
7. ROOT BEER CAPITAL OF THE UNIVERSE STRATEGY
  
8. OKTOBERFEST
  
9. DRAFT BUDGET DISCUSSION
  
10. 1<sup>st</sup> QUARTER MARKETING INITIATIVE
  
11. ADJOURNMENT