

# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Agenda - FINAL

### Madison's Central Business Improvement District (BID) Marketing Committee



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June 24, 2024

1:00 p.m. – 2:00 p.m.  
In-Person Only

122 W. Washington St.  
1<sup>st</sup> Floor Conference Room

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#### AGENDA

1. Call to Order – **Nick Newlin**, Marketing Committee Chair
2. Welcome and Introductions
3. Digital Marketing Strategy
4. Content Calendar
5. Discussion: feedback and idea sharing
6. Next Steps
7. Adjourn

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#### NEXT MEETINGS

*Marketing Committee Meetings: TBA*