

**MINUTES of EXPO-ICE CENTER BOARD MEETING
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, February 10, 2021
Location: Heritage Center – County Boardroom

Present: J. Zipperer, R. Kohlbeck, B. Palzewicz, K. Winkel

**Other Expo-Ice
Center Board**

Members Present: J. Vetting, D. Pollen, M. Plate, J. Hawig, B. Herr, K. Sitkiewitz

Absent & Excused: K. Behnke, D. Newberg, R. Voss
Absent:

Called to Order Meeting called to order – 5:30pm.

Minutes No minutes were submitted for approval.

Public Comment Committee Chair called for public input three times. No public comment given.

Election of Officers Barbara Palzewicz was nominated by Rick Kohlbeck as the committee vice chairperson. After three calls for other nominations a motion was made by Kohlbeck, seconded by Winkel, that nominations be closed and unanimous ballot be cast for Palzewicz as committee vice chair. Motion carried unanimously.

Kristen Winkel was nominated by Rick Kohlbeck as the committee secretary. After three calls for other nominations a motion was made by Kohlbeck, seconded by Palzewicz, that nominations be closed and unanimous ballot be cast for Winkel as committee secretary. Motion carried unanimously.

Review, Discussion and Possible Action on the following items for the 2021 Fair:

A. Social Media Plan

J. Zipperer reported on the Social Media Plan noting that one posting was up and another one to be posted on Valentine's Day.

B. Advertising-Media Budget

Advertising-Media Budget included in committee packet for review. Discussion. Tabled until next meeting.

C. COVID-19 Impact on 2021 Fair Preparations

No report.

Other Fair Projects and Issues Update – No Action

No report.

Adjournment

Motion made by Kohlbeck, seconded by Palzewicz to adjourn at 5:49pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by Winkel