

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

Held Wednesday, January 5, 2022

Location: Expo Merchant's Building – 4921 Expo Drive, Manitowoc WI

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

**Other Expo-Ice
Center Board**

Members Present: J. Vetting, D. Pollen, M. Plate, M. Lentz, P. Soukup, K. Sitkiewitz

Absent & Excused: K. Behnke

Absent:

Called to Order Meeting called to order – 6:00pm.

Minutes Minutes were reviewed from the previous meetings. Motion was made by Palzewicz, seconded by Winkel, to approve the previous meeting minutes. Motion carried unanimously.

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

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

A. *Marketing Materials Review*

Marketing materials were distributed for review and discussion.

B. *Fairest of the Fair – Competition Update-Convention 2022-Centerpiece*

J. Zipperer reported on the centerpiece to be submitted at the upcoming convention.

C. *Social Media Update*

J. Zipperer reported on the Social Media Plan and Facebook posts requesting that the subcommittee begin working on potential future posts.

D. *Advertising-Media Budget*

Advertising-Media Budget included in committee packet for review with potential new ideas, i.e., Good Day Wisconsin and more onsite promotion by Y100.

Other Fair Projects and Issues Update – No Action

Palzewicz reported on the Quilt Block promotion as well as promotion of the fair by the quilters group.

Adjournment

Motion made by Voss, seconded by Palzewicz to adjourn at 6:22pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by Winkel