

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

Held Wednesday, February 2, 2022

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

**Present:** J. Zipperer, K. Winkel, P. Soukup, K. Behnke, S. Binversie, T. Dvorak, R. Kohlbeck, B. Palzewicz, S. Schuette

**Other Expo-Ice  
Center Board**

**Members Present:** J. Vetting, D. Pollen, M. Plate, M. Lentz, K. Sitkiewitz, J. Hawig, R. Zipperer

**Absent & Excused:** R. Voss  
**Absent:**

**Called to Order** Meeting called to order – 5:15pm.

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

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

**Election of Officers**

Kristin Winkel was nominated by Jeremy Hawig as the committee vice chairperson. After three calls for other nominations a motion was made by Behnke, seconded by Soukup, that nominations be closed and unanimous ballot be cast for Winkel as committee vice chair. Motion carried unanimously.

Paige Soukup was nominated by Kevin Behnke as the committee secretary. After three calls for other nominations a motion was made by Behnke, seconded by Kohlbeck, that nominations be closed and unanimous ballot be cast for Soukup as committee secretary. Motion carried unanimously.

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

**A. Marketing Materials Review**

J. Zipperer reported that Marketing Materials were distributed for review and any recommendations should be submitted as soon as possible.

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

J. Zipperer reported on the centerpiece and the Fairest of the Fair Lydia Luebke placing first runner up at the convention. Dvorak reported on the upcoming fairest of the fair working group meeting set for Tuesday, at Action Realty at 6:30pm.

**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 noting that committee members would be assigned specific months.

**D. Advertising-Media Budget**

Motion was made by Palzewicz, seconded by Soukup to recommend approval to the board the Advertising-Media budget included in the committee packet. Motion carried unanimously.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Pawlzewicz, seconded by Dvorak to adjourn at 5:30pm. Motion carried unanimously.

Minutes taken by Shelton

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Signed by Soukup