

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

Held Wednesday, February 1, 2023

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, N. Newberg, D. Pollen, R. Voss, R. Zipperer

**Other Expo-Ice  
Center Board**

**Members Present:** J. Vetting, M. Lentz, K. Sitkiewitz, M. Plate, M. Pawlowski, J. Hawig, B. Palzewicz, PJ Albert

**Absent & Excused:** S. Schuette  
**Absent:**

**Called to Order** Meeting called to order – 6:30pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Binversie, seconded by Voss, 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 Rob Voss as the committee vice chairperson. After three calls for other nominations a motion was made by Voss, 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 Rob Voss as the committee secretary. After three calls for other nominations a motion was made by Voss, seconded by R. Zipperer, 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 2023 Fair:**

**A. Working Group Updates**

J. Zipperer reported on the working groups including the competition and convention updates including the fairest of the fair auction as well as the placements for awards given during the banquet.

**B. Advertising-Media Budget**

Motion was made by Palzewicz, seconded by Voss to recommend approval to the board the Advertising-Media Budget. Motion carried unanimously.

**C. Social Media Update**

J. Zipperer reported on the social media communication and working on scheduling posts.

**D. Woman's Day Event**

J. Zipperer reported on the working group meeting held last month with another upcoming meeting to be held.

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

Dvorak reported on the second place placement for billboards with the IAFE.

**Adjournment**

Motion made by Voss, seconded by R. Zipperer to adjourn at 6:44pm. Motion carried unanimously.

Minutes taken by Shelton

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Signed by Soukup