

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

Held Wednesday, February 7, 2024

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

**Present:** J. Zipperer, P. Strouf, S. Binversie, K. Behnke, T. Dvorak, R. Kohlbeck, S. Schuette, R. Voss, R. Zipperer

**Absent & Excused:** K. Winkel, N. Newberg

**Absent:**

**Other Expo-Ice  
Center Board**

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

**Others Present:** J. Shelton, C. Breit

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

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Binversie, seconded by Dvorak, 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**

Paige Strouf was nominated by Rick Kohlbeck as the committee vice chairperson. After three calls for other nominations a motion was made by Kohlbeck, seconded by Dvorak, that nominations be closed and unanimous ballot be cast for Strouf as committee vice chair. Motion carried unanimously.

Stephanie Binversie was nominated by Tonya Dvorak as the committee secretary. After three calls for other nominations a motion was made by Dvorak, seconded by Kohlbeck, that nominations be closed and unanimous ballot be cast for Binversie as committee secretary. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2024 Fair:**

**A. Advertising-Media Budget**

J. Zipperer reported on the Advertising-Media Budget included in the committee packet highlighting some of the potential new media options. Discussion with agenda item to be included on the next subcommittee meeting.

**B. Working Group Updates**

J. Zipperer reported on the working groups including Fairest of the Fair meetings, sponsor thank you cards from previous fairest, and social media posts. Palzewicz reported on the Woman's Day Event including the Lakeshore Quilters quilt, demonstrations, and speakers.

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

No report.

**Adjournment**

Motion made by Voss, seconded by Dvorak to adjourn at 5:53pm. Motion carried unanimously.

Minutes taken by Shelton

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Signed by Binversie