

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

Held Wednesday, April 3, 2024

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

**Present:** J. Zipperer, P. Strouf, S. Binversie, K. Behnke, S. Schuette, R. Voss, K. Winkel, N. Newberg

**Absent & Excused:** T. Dvorak, R. Kohlbeck. R. Zipperer  
**Absent:**

**Other Expo-Ice  
Center Board**

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

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

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

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, 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.

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

**A. Advertising-Media Budget**

Motion was made by Newberg, seconded by Binversie to recommend approval to the board the allocation of the 2024 Advertising-Media Budget as outlined in the committee packet. Motion carried unanimously.

**B. Little Showmanship Ribbons**

Motion was made by Newberg, seconded by Voss to recommend approval to the board the purchase of ribbons with Little Showman as the generic ribbon name. Motion carried unanimously.

**C. Working Group Updates**

**a. Fairest of the Fair** – fairest will be attending events soon.

**b. Social Media-Marketing – Schedule** – working on posts.

**c. Woman's Day Event** – speaker D'Ann Schaeffer has been scheduled and Community First Credit Union is sponsoring the event.

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

No report.

**Adjournment**

Motion made by Voss, seconded by Strouf to adjourn at 6:47pm. Motion carried unanimously.

Minutes taken by Shelton

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Signed by Binversie