

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

Held Wednesday, October 2, 2024

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

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

Absent & Excused: P. Strouf, T. Dvorak, A. Schneider
Absent:

**Other Expo-Ice
Center Board**

Members Present: D. Pollen, J. Hawig, M. Plate, B. Palzewicz, PJ Albert, M. Lentz

Others Present: J. Shelton, M. Sleik, C. Breit

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

Minutes Minutes were reviewed from the previous meetings. Motion was made by Voss, seconded by Kohlbeck, 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. 2024 Fair Pictures – Convention

Pictures were distributed and voted on for the WI Association of Fairs Convention. Motion was made by Behnke, seconded by Voss to recommend approval of \$400 naming rights for pictures taken during the week of fair for advertising purposes. Motion carried unanimously.

B. 2025 Fair Theme and Colors

Themes were presented with the following top three to be presented at the board meeting: Barn in the USA, Dancing with the Steers, and Let's Rock N' Roll at the Fair.

C. Little Showmanship Ribbons

No report.

D. Working Group Updates

a. Fairest of the Fair

- a. Convention 2025 – brief report provided.
- b. Auction Item – 2024 Fairest is working on the auction item.
- c. Centerpiece – Pawlowski working on the centerpiece once theme is announced.

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

c. Woman's Day Event – event went well.

Other Fair Projects and Issues Update – No Action

No report.

Adjournment

Motion made by Newberg, seconded by Pawlowski to adjourn at 6:24pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by Binversie