

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

Held Wednesday, February 5, 2025

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

**Present:** J. Zipperer, S. Schuette, K. Behnke, S. Binversie, R. Kohlbeck, T. Loritz, N. Newberg, A. Schneider, R. Voss, K. Winkel, R. Zipperer

**Absent & Excused:**  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, D. Pollen, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, K. Kohlmann, P. Strouf

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

**Called to Order** Meeting called to order – 5:45pm.

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

Savanna Schuette was nominated by T. Loritz as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Voss, that nominations be closed and unanimous ballot be cast for S. Schuette as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Advertising-Media Budget**

J. Zipperer presented the Advertising-Media Budget. Motion was made by Newberg, seconded by Voss to recommend approval to the Finance Subcommittee the increase in the Advertising-Media Budget to a total of \$28,000. Motion carried unanimously.

**B. Working Group Updates**

- a. Fairest of the Fair** – report provided on the fairest of the fair at convention noting that Mykayla Bell did a great job.
- b. Social Media-Marketing – Schedule** – working on media posts.
- c. Woman's Day Event** – working on documents for 2025.

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

No report.

**Adjournment**

Motion made by R. Zipperer, seconded by Voss to adjourn at 5:58pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager