

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

Held Wednesday, April 2, 2025

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

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

Absent & Excused: A. Schneider, K. Behnke,
Absent:

**Other Expo-Ice
Center Board**

Members Present: J. Hawig, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, P.
Strouf

Others Present: J. Shelton, C. Breit

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

Minutes Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by R. Binversie, 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 2025 Fair:

A. *Advertising-Media Budget*

J. Zipperer reported on the Advertising-Media Budget included in the subcommittee packet. Subcommittee review and allocated funds.

B. *Working Group Updates*

a. Fairest of the Fair – no report.

b. Social Media-Marketing – meeting scheduled for April 3 at 6pm.

c. Woman's Day Event – no report.

Other Fair Projects and Issues Update – No Action

No report.

Adjournment

Motion made by Voss, seconded by R. Zipperer to adjourn at 6:31pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager