

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

Held Wednesday, July 2, 2025

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

Present: S. Schuette, K. Behnke, S. Binversie, T. Loritz, N. Newberg, R. Voss, K. Winkel

Absent-Excused: A. Schneider, R. Zipperer, R. Kohlbeck
Absent:

**Other Expo-Ice
Center Board**

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

Others Present: J. Shelton

Called to Order Meeting called to order – 6:45pm.

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.

Election of Officers

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

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

A. Working Group Updates

- a. **Fairest of the Fair** – working on SOPs for the fairest of the fair position.
- b. **Social Media-Marketing** – working on media posts.
- c. **Woman's Day Event** – prizes are coming in including two round trip tickets on the badger.

Other Fair Projects and Issues Update – No Action

No report.

Adjournment

Motion made by Newberg, seconded by Voss to adjourn at 6:53pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager