

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

Held Wednesday, August 6, 2025

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

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

Absent-Excused: K. Behnke, S. Binversie
Absent:

**Other Expo-Ice
Center Board**

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

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 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 2025 Fair:

A. *Photographer*

Motion was made by Zipperer, seconded by Newberg to recommend approval to the board to hire Beau Wilson, Option 1, for \$1,200. Motion carried unanimously.

B. *WOMT Marketing Opportunity – 2026*

Schuette reported on the 2026 Manitowoc County Fair partnering with WOMT for WOMT's 100th Anniversary including potential fair themes. Discussion included securing a fair theme by the September meeting to announce at the Celebration.

C. *Working Group Updates*

a. *Fairest of the Fair* – there are 4 candidates.

b. *Social Media-Marketing* – increase in followers

c. *Woman's Day Event* – getting a number of donations with Bitter Neumann donating a \$950 prize with a total so far of \$6,000.

Other Fair Projects and Issues Update – No Action

No report.

Adjournment

Motion made by Zipperer, seconded by Loritz to adjourn at 6:53pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager