

MINUTES of EXPO-ICE CENTER BOARD MEETING
MARKETING-ADVERTISING SUBCOMMITTEE
Held Tuesday, September 30, 2025
Location: Expo Merchant's Building – 4921 Expo Drive, Manitowoc WI

Present: S. Schuette, T. Loritz, K. Behnke, S. Binversie

Absent-Excused: N. Newberg, R. Zipperer, R. Kohlbeck, R. Voss
Absent:

**Other Expo-Ice
Center Board**

Members Present: T. Dvorak

Others Present: J. Shelton

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

Minutes Minutes were reviewed from the previous meetings. Motion was made by Behnke, seconded by Loritz, 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 2026 Fair:

A. *Marketing Calendar*

Schuette reported on the marketing calendar to include deadlines for Fairest of the Fair, Social Media, Marketing and other important dates.

B. *Advertising Documents*

Schuette reported on the insert 2025 Marketing Material Schedule-Quantity to show due dates used for marketing materials. Discussion.

C. *WOMT Partnership*

Schuette reported on the WOMT partnership. Discussion.

D. *Logo*

Schuette reported on the Logo. Discussion included changes to the logo to be submitted to WOMT.

E. *Advertising-Media Budget*

Schuette reported on the Advertising-Media budget included in the committee packet. Motion was made by Binversie, seconded by Loritz to approve \$10,000 for WOMT advertising with an \$8,500 in-kind. Motion carried unanimously.

F. *Working Group Updates*

- a. *Fairest of the Fair*** – No report.
- b. *Social Media-Marketing*** – No report.
- c. *Woman's Day Event*** – Loritz to be lead for the event.

Other Fair Projects and Issues Update – No Action

No report.

Adjournment

Motion made by Loritz, seconded by Binversie to adjourn at 7:31pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager