

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

Held Wednesday, February 4, 2026

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

Present: S. Schuette, T. Dvorak, K. Behnke, T. Loritz, E. Mueller, N. Newberg, S. Pinkerton, C. Schleis, R. Voss

Absent-Excused:
Absent:

**Other Expo-Ice
Center Board**

Members Present: J. Hawig, P. Albert, S. Binversie, M. Hoffman, R. Kohlbeck, K. Kohlmann, M. Lentz, M. Plate, P. Strouf, B. Ullman, R. Zipperer

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 Dvorak, 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

Tonya Dvorak was nominated by Rob Voss as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Newberg, that nominations be closed and unanimous ballot be cast for Dvorak as Subcommittee Vice Chair. Motion carried unanimously.

Review, Discussion and Possible Action on the following items for the 2026 Fair:

A. Fair App

Motion was made by Loritz, seconded by Voss to recommend approval to the board the software purchase of a Fair App after review of the two recommended apps. Motion Carried.

B. Advertising-Media Budget

Add to next month's agenda.

C. Working Group Updates:

1. Fairest of the Fair

Newberg reported that an exit interview was conducted with Eva Salm and added that Elizabeth Dvorak is bringing new ideas for this year's fair.

a. Fair Ideas-Marketing

Discussion on different marketing ideas including updating the current billboard and planter guidelines and potential increases in prize money.

2. Social Media-Marketing

No report.

Other Fair Projects and Issues Update – No Action

No report.

Adjournment

Motion made by Newberg, seconded by Kohlbeck to adjourn at 6:57pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager