

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

Held Wednesday, March 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, R. Manzano, M. Plate, P. Strouf, B. Ullman, R. Zipperer

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**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.

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

**A. Fair App**

Schuette reported on the review of the two fair apps, Fair.com and Grandstand.com, with the Grandstand.com app being inline with the fair needs at a cost of \$3,100 which includes a setup fee.

**B. Advertising-Media Budget**

Motion was made by Dvorak, seconded by Newberg to recommend approval to the board the advertising budget as outlined. Motion carried unanimously.

**C. Billboard Competition**

Combined with Planter Guidelines motion.

**D. Planter Guidelines**

Motion was made by Newberg, seconded by Dvorak to recommend approval to the board both the Billboard Competition and Planter Guidelines included in the committee packet. Motion carried unanimously.

**E. Working Group Updates:**

**1. Fairest of the Fair**

Next meeting scheduled for March 30 at 6pm.

**a. Fair Ideas-Marketing**

Staff reported on the conversation with Rainbow Valley Amusements and the approval to have a sensory day and baked goods delivery days.

**2. Social Media-Marketing**

Schuette reported on the new document emailed out to the group and requested feedback.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Newberg, seconded by Voss to adjourn at 6:37pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager