

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

Held Wednesday, August 5, 2026

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

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

Absent-Excused:

Absent:

**Other Expo-Ice
Center Board**

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

Others Present: J. Shelton, C. Breit

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

Minutes Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Pinkerton, 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. *Special Request – Dairy Cattle Late Arrival*

Motion was made by to recommend approval to the board the three Fair Theme Ideas – Sail Your Way, Spirit Week, and Passport to Adventure. Motion carried unanimously. Discussion included having Glitz Glam and Country as the 2030 Theme for the 50th Fairest of the Fair.

B. *Fair App*

Schuette reported that the Fair App is now live.

C. *Working Group Updates:*

1. *Fairest of the Fair*

Four contestants for the 2027 Fairest of the Fair Competition and seeking donations.

2. *Social Media-Marketing*

Schuette reported on the social media and daily schedule.

Other Fair Projects and Issues Update – No Action

No report.

Adjournment

Motion made by Newberg, seconded by Pinkerton to adjourn at 6:29pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager