

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

Held Monday, October 19, 2026

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

Present: S. Schuette, T. Dvorak, K. Behnke, N. Newberg, S. Pinkerton

Absent-Excused:

Absent:

**Other Expo-Ice
Center Board**

Members Present: S. Binversie, R. Kohlbeck

Others Present: Jodi Lewis, Steffani Koch, Lindsey Hawig, Mykayla Bell

Called to Order Meeting called to order – 6:03pm.

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. *Fairest of the Fair*

- a) *Competition Recap*** - Citizens reported that the competition went very well. The donated decorated were beautiful and would love to see them back for 2027.
- b) *Fairest Term*** – Motion was made by Newberg that we set firm dates for the Fairest of the Fair reign being September 1-August 31, with the note that there are recommended fall events of the Appreciation Celebration and the Holiday parades. All other events during September 1-December 31 would be first offered to the new/current fairest for first choice. If they are unable to attend the event would then be offered up to the previous reigning fairest. Seconded by Behnke. Dvorak opposed. Motion Carried.
- c) *Escorts*** – Please watch from date requests in the near future.

Other Fair Projects and Issues Update – No Action

- The previous fairest and the current fairest are working on the idea of an “All for one” Show.
- Schuette made a motion to continue the daily morning carnival bake goods delivery budgeted or donated by the Expo-Ice Center Board each year, to be delivered by the Fairest. Seconded by Dvorak. Motion carried unanimously.
- Note that the 50th Anniversary on the Fairest Program will take place with the 2030 Fairest.

Adjournment

Motion made by Dvorak, seconded by Pinkerton to adjourn at 7:32pm. Motion carried unanimously.

Respectfully submitted,
Savanna Schuette, Manitowoc County Expo-Ice Center Vice Chair