

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, February 10, 2021

Location: Heritage Center – County Boardroom

Present: J. Vetting, D. Pollen, J. Zipperer, R. Kohlbeck, B. Cavanaugh, K. Sitkiewitz, B. Palzewicz, J. Hawig, M. Plate, R. Zipperer, K. Behnke, M. Lentz, T. Dvorak, B. Herr

County Board Supervisors Present:

Absent & Excused: K. Potter, R. Voss, D. Newberg
Absent:

Pledge of Allegiance

Called to Order Meeting called to order – 7:00pm.

Minutes Minutes were reviewed from the previous meetings. Motion was made by Hawig, seconded by J. Zipperer to approve the previous meeting minutes. Motion carried unanimously.

Public Comment Board Chair called for public comment three times. No public comment given.

Review & Act on Subcommittee Recommendations:

A. Finance Subcommittee

1. ***Election of Officers; Americollect Sponsorship – Merchants Building Storage Expansion; Outdoor-Indoor Vendor Fees – 2022; Admission Fees – 2022; Rainbow Valley Rides Contract; COVID-19 Impact on 2021 Fair Preparations; 2021 Budget***

Hawig reported on the following:

- Vice Chair – Mike Plate; Secretary – Rick Kohlbeck.
- Americollect sponsorship for storage expansion project.
- Rainbow Valley Rides – begin negotiations.
- 2021 Budget – entertainment budget is over approx. \$5,000.

B. Operations Subcommittee

1. ***Election of Officers; Jr. Fair Exhibitor Age Out Group; 4-H Data; Superintendents-Assistant Superintendents; Dairy Cattle Update – UW-Extension-Liaison; Milk House Superintendent; Market Animal Committee Meeting Update; Ice Center Operations Update; Working Group Updates-Brew Competition; Dairy Cattle (Ice Center) Show Ring; Education & Outreach- AG Adventureland Tent; Teeny Weeny Donut Contest; Celebrity Cream Puff Eating Contest; Fairest of the Fair; Ladies' Day Event; Thank a Farmer Banner; Youth Art Show; Veteran's Day; COVID-19 Impact on 2021 Fair Preparations***

Dvorak reported on the following:

- Vice Chair – Dan Newberg; Secretary – Kristen Winkel.
- 4-H Numbers are better than projected.
- Age Out rules are being worked on.
- Superintendents and Assistant Superintendents – in need and will begin working on a list of names.
- Youth Art Show – working on logistics.
- Dairy Cattle Update – Recommend Dairy Cattle Coordinator with a stipend of \$250.

Motion was made by Dvorak, seconded by Hawig to approve the committee report and recommendation. Motion carried unanimously.

C. Entertainment/Vendors Subcommittee:

1. Election of Officers; Horse Pullers Contract; Polka Band Contracts; Location; COVID-19 Impact on 2021 Fair Preparations

Kohlbeck reported on the following:

- Vice Chair – Rick Kohlbeck; Secretary – Justin Zipperer.
- Horse Pullers Contract – recommend for approval.
- Polka Bands – tabled.

Motion was made by Kohlbeck, seconded by Herr to approve the committee report and recommendation. Motion carried unanimously.

D. Parking/Security Subcommittee:

1. Election of Officers; Frank's Radio Contract; Building Hours-Release Times-Load-Unload Locations; Shuttle Bus Parking-Hours; Parking Attendants-Civic Groups; Digital Signs; COVID-19 Impact on 2021 Fair Preparations

Pollen reported on the following:

- Vice Chair – Russ Zipperer; Secretary – Justin Zipperer.
- Frank's Radio Contract – recommend for approval.
- Shuttle Bus Parking-Hours – will be approx. \$1,000 and moving forward.
- Building Hours and Release Times – recommend for approval.

Motion was made by Pollen, seconded by Herr to approve the committee report and recommendation. Motion carried unanimously.

E. Marketing-Advertising Subcommittee:

1. Election of Officers; Social Media Plan; Advertising-Media Budget; COVID-19 Impact on 2021 Fair Preparations

J. Zipperer reported on the following:

- Vice Chair – Barb Palzewicz; Secretary – Kristen Winkel.
- Social Media – posts have been completed and ramping up.
- Advertising-Media Budget – tabled until next meeting.

Review, Discussion and Possible Action on 2021 Fair Matters

A. COVID-19 Fair Impact

No report.

B. Fair Update

No report.

Comptroller's Financial Report – Review; Capital Projects Update; COVID-19 Revenue Impact

Neuser reported on the Financial Reports included in the board packet.

Update and Possible Action on Other Fair, Expo Buildings, and Grounds Projects and Issues

A. COVID-19 Testing and Dates

Shelton reported on the COVID-19 Testing Dates and the potential revenue income from the COVID-19 Vaccines currently being held at the Merchants Building.

B. Expo-Ice Center Month Events; Expo Grounds Update

No report.

Adjournment

Motion was made by Plate, seconded by Hawig to adjourn at 7:23pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by J. Zipperer