

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, February 2, 2022

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

Present: J. Vetting, D. Pollen, J. Hawig, M. Lentz, M. Plate, J. Zipperer, R. Kohlbeck, R. Zipperer, K. Behnke, K. Sitkiewitz, K. Winkel, B. Palzewicz, S. Binversie, K. Kohlman, P. Soukup, T. Dvorak, S. Schuette

County Board Supervisors Present- Others Present:

Absent & Excused: PJ Albert, B. Herr, R. Voss

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 R. 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; Dedicated Sponsorship Allocations; 2023 Budget-Budget for Special Acts and Entertainment Activity Budgets for Specific Events; 2022 Budget

Hawig reported on the following:

- Election of Officers – Vice Chair – Plate; Secretary – Behnke.
- Policies for budgets for working groups.

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

B. Operations Subcommittee

1. Election of Officers; Exhibitor Special Request; Manitowoc County 4-H Silent Auction Request; Nichole Paulow-Fair Camping Request; Special Olympics Date and Route; Jr. Fair-Open Class Rules & Regulations; Market Animal Committee Meeting; Ice Center Operations; Contests and Exhibits 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; Youth Art Show; King Arthur Baking Contest

Dvorak reported on the following:

- Election of Officers – Vice Chair – Hawig; Secretary – Winkel.
- Exhibitor Special Request – request approval of the exhibitor special request.
- Manitowoc County 4-H Silent Auction Request – request approval of the silent auction request.
- Nichole Paulow-Fair Camping Request – deny the fair camping request.
- Special Olympics Date and Route – host the event on Wednesday with the same route.
- Fairbook Changes – request approval of the fairbook changes.
- Working groups to schedule meetings soon.

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

C. Entertainment/Vendors Subcommittee:

1. ***Election of Officers; Sea Lion Show Contract; Always Available Bleacher Contract; N.E.W. Motorsports Contract and Staffing; Polka Music; 2023 Entertainment Options; Wednesday Kickoff – Parade-Fireworks; Woman’s Day Event***

Vetting reported on the following:

- Election of Officers – Vice Chair – R. Zipperer; Secretary – J. Zipperer.
- Sea Lion Contract – recommend for approval.
- Always Available Bleacher Contract – recommend for approval.
- N.E.W. Motorsports Contract – Review next month.
- Polka Music – secure contracts.

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

D. Parking/Security Subcommittee:

1. ***Election of Officers; Parking Lot Update; Building Hours, Release Times, and Load-Unload Location; Parking Attendants-Civic Groups***

Pollen reported on the following:

- Election of Officers – Vice Chair – R. Zipperer; Secretary – J. Zipperer.
- Building Hours, Release Times, and Load-Unload Location – recommend for approval.
- Parking Attendants – reaching out to Captain Kronforst to assist with coverage on Friday, Saturday and Sunday.

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

E. Marketing & Advertising Subcommittee

1. ***Election of Officers; Marketing Materials Review; Fairest of the Fair – Competition Update-Convention 2022-Centerpiece; Social Media Update; Advertising Media Budget***

J. Zipperer reported on the following:

- Election of Officers – Vice Chair – Winkel; Secretary – Soukup.
- Marketing materials under review.
- Fairest of the Fair finished first runner up.
- Social Media – distributed last year’s posts for review.
- Advertising Media Budget – recommend for approval.

Motion was made by J. Zipperer, seconded by R. Zipperer to approve the committee report and recommendations. Motion carried unanimously.

Review, Discussion and Possible Action on Fair Matters

- A. ***Beer and Soda Vendor Meeting – March 16***

Beer and Soda Vendor meeting set for March 16 at 7pm in the Merchants Building Conference Room.

- B. ***Fair Update***

No report.

Comptroller’s Financial Report – Review; Capital Projects Update

Shelton reported on the Financial Report and the Capital Budget report provided in the board packet.

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

- A. ***Board Mentor Program***

Pollen reported on the Board Mentor program.

- B. ***Expo or Professional Attire – March Meeting – Fairest of the Fair Group Picture***

Reminder to wear Expo or Professional Attire for the March meeting Fairest of the Fair group picture.

- C. Rummage-A-Rama – February 12; Volunteer Sign Up; Concessions Vendor**
Volunteer sheet was distributed. Board members to continue providing concessions.
- D. WI Association of Fairs Conference – Update**
WI Association of Fairs Conference update provided.
- E. Expo-Ice Center Month Events; Expo Grounds Update**
Vetting read the letter of resignation from Bob Cavanaugh. Staff reported on upcoming events.

Adjournment

Motion was made by J. Zipperer, seconded by R. Zipperer to adjourn at 7:38pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by Winkel