

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, February 1, 2023

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

Corrected – March 1, 2023

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

County Board

Supervisors

Present-

Others Present:

Absent & Excused: S. Schuette

Pledge of Allegiance

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

Minutes Minutes were reviewed from the previous meetings. Motion was made by J. Zipperer, seconded by R. Zipperer to approve meeting minutes with corrections. 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; Waiver of Fees-Music Pavilion Vendors; 2024 Admissions-Outdoor-Indoor-AG Vendor Fees; 2023 Budget-Budget for Special Acts and Entertainment-Activity Budgets for Specific Events; 2023 Fair Budget***

Hawig reported on the following:

- Election of Officers – Vice Chair – Mike Plate; Secretary – Dick Pollen.
- Waiver of Fees – tabled until next meeting.
- 2024 Admissions-Outdoor-Indoor-AG Vendor Fees – recommend to increase AG Vendor rate to \$200 and Outdoor Vendor Rate to \$35 per foot.
- 2023 Budget-Budget for Special Act and Entertainment – recommend to approve the 2023 Budget-Budget for Special Acts and Entertainment.

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

B. Operations Subcommittee

Election of Officers; Jr. Fair Rules & Regulations for Approval; Manitowoc County 4-H Silent Auction Request; Special Olympics Date and Route; Ice Center Operations; Contests and Exhibits Working Group Updates-AG Adventureland Tent; Brew Competition; Dairy Cattle (Ice Center) Show Ring; Exhibition Building; King Arthur Baking Contest; Market Animal Committee; Parking Layout; Youth Art Show

Dvorak reported on the following:

- Election of Officers – Vice Chair – Hawig; Secretary – Newberg.
- Jr. Fair Rules & Regulations for Approval – recommend approval of the Jr. Fair Swine and Beef.
- *Manitowoc County 4-H Silent Auction Request – recommend approval of the Manitowoc County 4-H Silent Auction request.*
- Special Olympics Date and Route – recommend approval for Wednesday, August 23 at 6pm.

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; Hollywood Motorsports-Demo Derby Contract; Bulitz Carriage Rides Contract; Lee Andrews-Lew-E's Comedy Circus Contract; Horse Pullers Contract; N.E.W. Motorsports-Modified Truck and Tractor Pull Contract; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest***

Voss reported on the following:

- Election of Officers – Vice Chair – R. Zipperer; Secretary – Pawlowski
- Hollywood Motorsports-Demo Derby Contract – recommend approval.
- Lee Andrews-Lew-E's Comedy Circus Contract – recommend approval for two contracts; one for 2024-2025 and 2026-2027.
- Horse Pullers Contract – recommend approval.
- N.E.W. Motorsports – tabled until next meeting.
- Event Working Group Updates – need to schedule Outdoor Layout and Grandstand meetings.

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

E. Marketing & Advertising Subcommittee

1. ***Election of Officers; Working Group Updates-Fairest of the Fair-Competition-Convention Update; Advertising-Media Budget; Social Media-Marketing; Woman's Day Event***

J. Zipperer reported on the following:

- Election of Officers – Vice Chair – Winkel; Secretary – Soukup.
- Fairest of the Fair Competition-Convention – Received awards for Centerpiece, Pollen received Outstanding Fair Person, and second place with IAFE.
- Advertising-Media Budget – recommend approval.

Motion was made by J. Zipperer, seconded by Soukup 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 15; Time***

Beer and Soda Vendor meeting set for March 15 at 5:30pm.

- B. ***Subcommittee and Working Group Lists***

Pollen reported on the Subcommittee and Working Group lists provided in the board packet noting that working group leaders will be assigned.

- C. ***Orders-Invoicing***

Friendly reminder to work with Expo staff for all orders.

- D. ***Fair Update***

Shelton provided a fair update.

Comptroller's Financial Report – Review; Capital Projects Update

Neuser reported on the Financial Report provided in the board packet.

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

- A. ***Expo or Professional Attire – Fairest of the Fair Group Picture***

Emma Dvorak, 2023 Fairest of the Fair, provided a self-Introduction. Group picture to follow.

- B. ***Rummage-A-Rama – February 11; Volunteer Sign Up***

Volunteer sheet was distributed.

C. *WI Association of Fairs Conference Update*

Pollen reported that convention went well.

D. *Expo-Ice Center Month Events; Expo Grounds Update*

Staff reported on upcoming events.

Adjournment

Motion was made by R. Zipperer, seconded by Voss to adjourn at 7:26pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by Pawlowski