

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, March 6, 2024

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

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

Absent & Excused: R. Voss

County Board

Supervisors

Present:

Others Present: J. Shelton, C. Breit

Pledge of Allegiance

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

Minutes Minutes were reviewed from the previous meetings. Motion was made by Plate, seconded by J. Zipperer to approve 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. ***Convention Policy – Convention Budget; Season Passes – Retired Board Members; Manure Fees; 2024 Budget***

Plate reported on the following:

- Convention Policy – Motion was made by Plate, seconded by Sitkiewitz to approve the following motion – Board members interested in attending annual convention must submit registration by first meeting in September and any registrations after the first meeting will be accommodated if funds are available. Board members' annual conference expenses for lodging and registration shall not exceed the lower of the following two amounts: the combined cost of three nights' lodging and conference registration along with banquet tickets and one night's stay for fairest of the fair parents or the county budget for board members expenses at the annual convention with any overages calculated on a percentage basis. Board members will be notified by the first meeting in November of any anticipated out-of-pocket expenses associated with lodging and registration for attending the annual convention with confirmation of attendance along with acceptance of any out-of-pocket expenses will be required from by board members by the first meeting in November with cancelation by November 14. Any cancelation after November 15, may result in the board member responsibility of registration fees. Motion carried unanimously.
- Convention Budget – Motion was made by Plate, seconded by Dvorak to recommend to public works a budget increase to \$4,000. Motion carried unanimously.
- Season Passes – Retired Board Members – Motion was made by Behnke, seconded by Albert to approve a single, season pass each year to retired board members with fifteen years or more of service retroactive to December 31, 2023. Motion carried. Plate, Palzewicz, Newberg voted no.

B. Operations Subcommittee

1. **No Committee Meeting; Committee Update; 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-TA Motorsports; Youth Art Show**

Dvorak reported on the following:

- Ice Center Operations – two weeks away from concluding the ice season with the Ice Show being held on March 16 and 17.
- AG Adventureland Tent – meeting on March 18 at 5:15pm.
- Brew Competition – no report.
- Dairy Cattle – no report.
- Exhibition Building – need to schedule a meeting to discuss superintendents.
- King Arthur Baking Contest – recipe submitted to staff.
- Market Animal Committee – met with committee and they are working on a wash rack proposal.
- Parking Layout-TA Motorsports – release times to stay the same and not amending to accommodate TA Motorsports. Report on radios and shuttle bus hours.
- Youth Art Show – Valders is looking forward to participating and seeking other schools as well.

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

C. Entertainment/Vendors Subcommittee:

1. **No Committee Meeting; Committee Update; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest**

No report.

D. Marketing & Advertising Subcommittee

1. **No Committee Meeting; Committee Update; Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event**

J. Zipperer reported on the following:

- Advertising-Media Budget – scheduling a meeting.
- Fairest of the Fair – bio is now online.
- Social Media-Marketing – working on posts. There are over 12,900 followers.
- Woman's Day Event – working on speakers.

Review, Discussion and Possible Action on Fair Matters

- A. **Beer and Soda Vendor Meeting – March 20; 5pm**

Beer and Soda Vendor meeting scheduled for March 20 at 5pm.

- B. **Polka Music**

Motion was made by J. Zipperer, seconded by Pawlowski to approve the polka music contract. Motion carried unanimously.

- C. **Fair Update**

Discussion on wine at the fair.

Comptroller's Financial Report – Review; Capital Projects Update

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

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

A. *Expo-Ice Center Board Appointment Recommendation*

Motion was made by Hawig, seconded by Plate to recommend to the Public Works committee the Expo-Ice Center Board Appointment recommendation of Amber Schneider. Motion carried unanimously.

B. *District 4 Meeting – West Bend*

Meeting will be held on April 10. Binversie and Dvorak plan to attend.

C. *Rummage-A-Rama – 2024-2025 Season – Table Rate*

Motion was made by Behnke, seconded by R. Zipperer to increase the table rate to \$15 per table for the 2024-2025 season. Motion carried unanimously.

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

Staff reported on upcoming events.

Adjournment

Motion was made by J. Zipperer, seconded by Plate to adjourn at 8:07pm. Motion carried unanimously.

Minutes taken by Shelton.

Signed by Pawlowski