

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, April 3, 2024

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

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

Absent & Excused: T. Dvorak, R. Kohlbeck, R. Zipperer

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 J. Zipperer, seconded by Voss 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. ***Season Passes – Retired Board Members; Manure Fees; Fairest of the Fair Scholarship; Display Boards; AG Adventureland Budget Request; Capital Budget Review; 2024 Budget***

Plate reported on the following:

- Season Passes – Retired Board Members – recommended approval of a Retired ID card for those board members with fifteen total years of service.
- Manure Fees – recommend approval of manure removal by Nate Farms of up to \$1,850 cost to remove for Thursday through Sunday plus \$500 to the Hackmann Farms, receiving farm. Total cost of no more than \$2,350.
- Manure Fees – recommend approval to increase manure fees \$2 for all manure fees.
- Display Boards – recommend approval to purchase four display boards for a total of \$400.
- AG Adventureland Budget Request – recommend approval of \$2,500 budget.

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

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***

Pawlowski reported on the following:

- Ice Center Operations – ice is out.
- AG Adventureland Tent – bees and butterfly exhibits scheduled. Next meeting is April 22.
- Brew Competition – meeting to be scheduled in May.
- Dairy Cattle – no report.
- Exhibition Building – need to post superintendent-assistant superintendent vacancies.
- King Arthur Baking Contest – no report.
- Market Animal Committee – committee is working on a wash rack proposal.
- Parking Layout – working on signs.
- Youth Art Show – there are two schools committed to date.

C. Entertainment/Vendors Subcommittee:

1. Keys Koncessions - Karaoke; TA Motorsports-2024 Contract Submission; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest

Voss reported on the following:

- Keys Koncessions-Karaoke – recommend approval of the request by Keys Koncessions to have a Karaoke vendor spot paid for based on footage similar to the Outdoor Vendor spaces.
- TA Motorsports-2024 Contract Submission – email was sent to TA Motorsports outlining the contract rules and regulations and release information.
- Celebrity Cream Puff Eating Contest – going fine.
- Grandstand Shows – meeting to be scheduled.
- Outdoor Layout – will be working on determining vendor locations and striping.
- Parade-Fireworks – in progress.
- Teeny Weeny Donut Contest – working on.
- AG Adventureland Tent – bees and butterfly exhibits scheduled. Next meeting is April 22.

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

D. Marketing & Advertising Subcommittee

1. Advertising-Media Budget; Little Showmanship Ribbons; Working Group Updates-Fairest of the Fair; Social Media-Marketing-Schedule; Woman’s Day Event

J. Zipperer reported on the following:

- Advertising-Media Budget – recommend approval of the \$23,000 as allocated in the board packet.
- Little Showmanship Ribbons – recommend approval of the purchase of ribbons with Little Showman as the generic ribbon name.
- Fairest of the Fair – no report.
- Social Media-Marketing – Schedule – no report.
- Woman’s Day Event – no report.

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

Review, Discussion and Possible Action on Fair Matters

A. Beer and Soda Vendor Meeting Update

Voss reported that the meeting went well and prices will remain the same.

B. Wine Update

Shelton provided information obtained from the City of Manitowoc regarding wine sales at the fair.

C. Fair Sponsorships – Meijer; WI Aluminum Foundry; Major

Shelton provided a report on sponsorships including working on obtaining a “Presented by” sponsor for the fair.

D. Fair Update

No report.

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. *District 4 Meeting – West Bend*

Meeting will be held on April 10. Binversie plans to attend.

B. *Breakfast on the Farm – One Day Passes; June 9 – Libertyland Farms – 11431 Newton Road Valders*

Consensus to allocate twenty (20) one day passes for the Breakfast on the farm. Volunteer sheet distributed.

C. *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 7:50pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by Pawlowski