

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, May 1, 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. Winkel, J. Zipperer, T. Dvorak, A. Schneider

Absent & Excused: R. Kohlbeck, R. Zipperer, P. Strouf

**County Board
Supervisors
Present:**

Others Present: J. Shelton, C. Breit

Pledge of Allegiance

Called to Order Meeting called to order – 6:30pm. Introduction of new board member Amber Schneider.

Minutes Minutes were reviewed from the previous meetings. Motion was made by Plate, 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. **No Committee Meeting; Committee Update; 2024 Budget**
No report.

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; Youth Art Show**

Working Group reports on the following:

- Ice Center Operations – ice is out.
- AG Adventureland Tent – next meeting is May 11 for demo of milk parlor changing area for storage.
- Brew Competition – meeting to be scheduled in May.
- Dairy Cattle – no report.
- Exhibition Building – distributing poster and reference books.
- King Arthur Baking Contest – no report.
- Market Animal Committee – purchasing new show ring panels for fair, value of \$4,000.
- Parking Layout – working on signs.
- Youth Art Show – there are two schools committed to date.

C. Entertainment/Vendors Subcommittee:

1. Review and Recommendations of 2024 Asphalt Proposals; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest

Voss reported on the following:

- Review and Recommendations of 2024 Asphalt Proposals – recommend approval of the Asphalt Work including Center Driveway by Rides - \$24,200; Exhibition Building Driveway - \$21,300; and Water Main Patch by Horse Arena - \$800.
- Celebrity Cream Puff Eating Contest – secured cream puffs.
- Grandstand Shows – reviewed equipment needs and volunteer help.
- Outdoor Layout – no report.
- Parade-Fireworks – in progress.
- Teeny Weeny Donut Contest – no report.

Motion was made by Voss, seconded by Plate 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:

- Fairest of the Fair – brief report on upcoming appearances.
- Social Media-Marketing – looking for photographer during week of fair.
- Woman's Day Event – have a speaker secured and meeting to be scheduled.

Review, Discussion and Possible Action on Fair Matters

A. Special Olympics 2 Mile Walk

Staff reported that the Special Olympics will only be a 2 mile walk.

B. Dairy Assistant Superintendent

Interviews to be scheduled.

C. Marketing Video Material

J. Zipperer reported on the Marketing Video Material.

D. Merchants Gate Sunday Closing Time

Merchants Gate Sunday Closing time confirmed for 4pm for vehicle traffic.

E. Fairest of the Fair Scholarship

J. Zipperer reported on the Fairest of the Fair scholarship and board recommended the working group to review and make recommendations.

F. Clover Café – Exhibition Building – Vacancy

Staff reported that the 4-H will not be in the Exhibition Building due to lack of volunteers. Discussion included staff to contact Farm Bureau.

G. Billboard – Judges

Judges will be Binversie, Palzewicz, Pawlowski, Newberg and Hawig.

H. Board Member Camping

Board members confirmed are Behnke, Dvorak, Voss, Kohlmann, Schuette, Hawig, and Strouf.

I. Fair Update

No report.

Comptroller's Financial Report – Review; Capital Projects Update

Shelton and Breit 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. County Board Members – Expo-Ice Center Board

Behnke reported on the change to one representative from the county board on the Expo-Ice Center Board.

B. District 4 Meeting Update

Binversie reported on the District 4 meeting.

C. Breakfast on the Farm – June 9 – Libertyland Farms – 11431 Newton Road, Valders

Volunteer spreadsheet distributed.

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

Staff reported on upcoming events.

Adjournment

Motion was made by Plate, seconded by J. Zipperer to adjourn at 7:39pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by Pawlowski