

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, June 5, 2024

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

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

Absent & Excused: J. Hawig, S. Schuette

**County Board
Supervisors
Present:**

Others Present: M. Sleik, C. Breit

Pledge of Allegiance

Called to Order Meeting called to order – 6:00pm.

Minutes Minutes were reviewed from the previous meetings. Motion was made by R. Zipperer, seconded by Lentz 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 – new president and vice president selected. Working on compressor #1 rebuild and a quote for the dehumidifier.
- AG Adventureland Tent – working on a butterfly tent
- Brew Competition – working on drop off locations in Green Bay and Milwaukee. Meeting scheduled for Tuesday, June 11 at 6pm.
- Dairy Cattle – sand ordered.
- Exhibition Building – meeting after the expo board meeting to discuss superintendents and assistant superintendents.
- King Arthur Baking Contest – no report.
- Market Animal Committee – looking to use the Ice Center in the future.
- Parking Layout – order submitted for barriers.
- Youth Art Show – no report.

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:

- Celebrity Cream Puff Eating Contest – no report.
- Grandstand Shows – contact Pankratz to sing.
- Outdoor Layout – vendors reviewed including Vue's LLC, Antonio's Kettle Corn, Village Tractor and Bruggnik's. Add to July agenda.
- Parade-Fireworks – waiting for confirmation from Festival Foods on the Big Cart, Lincoln High School will perform.
- Teeny Weeny Donut Contest – no report.

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 – radio ads are written up and discussion on the clothing and mileage for future fairest program.
- Social Media-Marketing – posts are going well. Kohler Midway banner was reviewed previously.
- Woman's Day Event – brief report on donations.

Review, Discussion and Possible Action on Fair Matters

A. Interview Findings for Open Class Assistant Superintendent Position

Report on the two interviews conducted for the Assistant Dairy Superintendent position including Breanna Glaeser and Amanda Knoener. Motion was made by Strouf, seconded by Voss to approve Amanda Knoener as the Open Class-Junior Fair Dairy Assistant Superintendent. Motion carried unanimously.

B. Update Status of Wine Vendor(s) for 2024 Fair

Report and discussion on the possibility of having a wine vendor at the fair and will do more research with possibility of having in 2025. Discussion included research of other fairs, legal issues, licenses/permits, sponsorships, issues or concerns from other vendors.

C. Liaison Working Group Sign Up

Signup sheet distributed.

D. Clover Café – Exhibition Building – Farm Bureau Update

Report that staff reached out to Farm Bureau and food will be provided by Farm Bureau including a light breakfast from 10am-6pm on both Monday and Tuesday.

E. Board Member Camping

Signup sheet distributed.

F. Fair Update

No report.

Comptroller's Financial Report – Review; Capital Projects Update

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. July Meeting

Motion was made by Voss, seconded by R. Zipperer to move the July meeting to July 10. Motion carried unanimously.

B. Fairest of the Fair Proclamation

Motion was made by R. Zipperer, seconded by J. Zipperer to recommend approval to the Public Works Committee the Fairest of the Fair Proclamation for Mykayla Bell. Motion carried unanimously.

C. Staff-Subcommittee-Working Group Communication Structure

Pollen reported on the Staff-Subcommittee-Working Group communication structure.

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

Discussion.

E. WI Association of Fairs Conference – January 5-9 2025

Signup sheet distributed.

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

Staff reported on upcoming events.

Discussion on Sea Lion shows and future of securing event, letter drafted for board members with 15 (fifteen) plus years of service.

Adjournment

Motion was made by Plate, seconded by R. Zipperer to adjourn at 7:35pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by Pawlowski