

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, July 10, 2024

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

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

Absent & Excused: S. Binversie, R. Kohlbeck, S. Schuette, J. Zipperer

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 Newberg, seconded by Plate 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 – waiting for 2024-2025 contract.
- AG Adventureland Tent – storage being moved to Milk Parlor.
- Brew Competition – two new drop off sites and 18 entries.
- Dairy Cattle – sand and sawdust done on Friday before fair instead of Saturday and waiting on quote for shavings.
- Exhibition Building – requesting cleaning of the building and need additional superintendents.
- King Arthur Baking Contest – 7 entries for Junior Fair.
- Market Animal Committee – no report.
- Parking Layout – looking ahead on painting parking lines.
- Youth Art Show – Valders turned in artwork.

C. Entertainment/Vendors Subcommittee:

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

Voss reported on the following:

- N.E.W. Modified Truck and Tractor Pull – discussion on issue with insurance requirements for the City of Manitowoc Insurance.
- Outdoor Vendor Update – want to see layout before adding vendors at the Ice Center.
- Celebrity Cream Puff Eating Contest – no report.
- Grandstand Shows – no report.
- Outdoor Layout – no report.
- Parade-Fireworks – Festival Foods card and more people from the Ant Hill Mob and Lincoln Band.
- Teeny Weeny Donut Contest – no report.

D. Marketing & Advertising Subcommittee

1. No Committee Meeting; Committee Update; 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 – Fairest of the Fair served ice cream at the board meeting, attended radio shows.
- Social Media-Marketing – waiting on posts for August.
- Woman's Day Event – still getting donations.

Review, Discussion and Possible Action on Fair Matters

A. DATCP – Dairy Cattle

Discussion on the DATCP and Lactating Dairy Cattle at county fairs. Consensus to keep as is and Veterinarians can get tests completed the week prior to fair.

B. Special Request – Goat Showmanship

Report and discussion on the Special Request for Goat Showmanship and the exhibitor request to enter into a lower grade division. Goat Superintendent Kevin Stoer in attendance and reported on concerns. Discussion included poultry and rabbit showmanship request and obtaining advice from corporation counsel.

C. Liaison Working Group Sign Up

Signup sheet distributed.

D. Board Member Camping

Signup sheet distributed.

E. Billboard – Judges

Judges are Newberg, Hawig, Pawlowski, Pollen, Pawlzewicz, Binversie, J. Zipperer.

F. Fair Update

Report on exhibitor entered into Jr. Fair and Open Class Horses and consensus that exhibitor can enter as long as in different species.

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. *Recommendations to the Public Works Committee in Support of the 6-Year Capital Outlay Plan*

Motion was made by Voss, seconded by R. Zipperer recommend approval to the Public Works Committee the 6-Year Capital Outlay Plan. Motion carried unanimously.

B. *Breakfast on the Farm Update*

Report on Breakfast on the Farm.

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

Signup sheet distributed.

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

Staff reported on upcoming events.

Adjournment

Motion was made by Plate, seconded by R. Zipperer to adjourn at 7:25pm. Motion carried unanimously.

Minutes taken by Sleik

Signed by Pawlowski