

# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, October 2, 2024

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

**Present:** D. Pollen, J. Hawig, PJ Albert, R. Voss, K. Kohlmann, M. Lentz, N. Newberg, B. Palzewicz, K. Winkel, S. Binversie, R. Kohlbeck, S. Schuette, J. Zipperer, K. Behnke, A. Schneider, R. Zipperer, M. Plate

**Absent & Excused:** M. Pawlowski, P. Strouf, T. Dvorak

**County Board Supervisors Present:**

**Others Present:** J. Shelton, M. Sleik, 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 R. Zipperer, seconded by Newberg 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. **2025 Merchants Gate Parking Permit; Carryover of Unused Grandstand Funds to 2025; 2026 Fair Camping Rate; 2026 Admission Pricing; 2024 and 2025 Fair Budget**

Plate reported on the following:

- 2025 Merchants Gate Parking Permit – recommend approval of increasing the Merchants Gate Parking permit to \$15 for 2024 fair.
- Carryover of Unused Grandstand Funds to 2025 – recommend to leave as is.
- 2026 Camping Rate – recommend approval to increase 2026 Camping Rate to \$60/night.
- 2026 Admission Pricing – meeting to be held on October 17 at 6pm.
- 2024 and 2025 Fair Budget – was review.

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

### B. Operations Subcommittee

1. **Code of Conduct; Load Out-T.A. Motorsports; Load Out-Exhibition Building; Jr. Fair-Open Class Rules & Regulations-Schedule Review Date; 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**

Kohlmann reported on the following:

- Public Comment – Jodi Kautzer provided a brief comment on issues in the market goats department.
- Code of Conduct – staff to work on.
- Load Out-T.A. Motorsports and Exhibition Building – both deferred to parking working group.
- Jr. Fair-Open Class Rules & Regulations-Schedule Review Date – recommended changes no later than November 1.
- Working Groups provided brief reports.

**C. Entertainment/Vendors Subcommittee:**

1. **Miss Wisconsin; Load Out-T.A. Motorsports; Carryover of Unused Grandstand Funds to 2025; Sea Lion Contract; Cassidy's Critters Contract; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest**

Voss reported on the following:

- Miss Wisconsin – recommend approval to have Miss Wisconsin at the fair dependent on cost and date.
- Load Out-T.A. Motorsports – recommend not to renew AG vendor contract.
- Carryover of Unused Grandstand Funds to 2025 – no action.
- Sea Lion Contract – staff to obtain contract for review and approval
- Cassidy's Critters Contract – tabled.
- Working Groups provided brief reports.

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

**D. Marketing & Advertising Subcommittee**

1. **2024 Fair Pictures-Convention; 2025 Fair Theme and Colors; Working Group Updates-Fairest of the Fair; Social Media-Marketing-Schedule; Woman's Day Event**

J. Zipperer reported on the following:

- 2024 Fair Pictures-Convention – pictures were distributed for voting. Recommend approval of \$400 for the rights to pictures for advertising and other purposes.
- 2025 Fair Theme and Colors – 2025 Fair Theme is Let's Rock N' Roll; 2<sup>nd</sup> – Dancing with the Steers; 3<sup>rd</sup> – Barn in the USA.
- Woman's Day Event – went well and garnered \$330 for Peters Pantry. Recommend approval to donate the \$330 to Peters Pantry.
- Working Groups provided brief reports.

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

**Review, Discussion and Possible Action on Fair Matters**

- A. **Appreciation Celebration Update**

J. Zipperer reported that the event was well attended.

- B. **Fair Update**

Sleik provided a brief 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. **Expo-Ice Center Appointment of New Board Member**

Motion was made by Hawig, seconded by J. Zipperer to recommend approval to the Public Works committee the appointment of Tamma Loritz to the Expo-Ice Center Board. Motion carried unanimously.

- B. **Rummage Sale Dates – Hockey Tournament Request – January 24 and 25; March 8 and 9**

Motion was made by J. Zipperer, seconded by Schuette to discontinue the Rummages Sales after the December 14, 2024 sale. Motion carried. Newberg voted no.

- C. **District 4 Meeting – October 8**

Dvorak, Binversie, Newberg attending meeting.

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

Signup sheet distributed with confirmation needed on attending convention and banquet by end of the week.

- E. Expo-Ice Center Month Events; Expo Grounds Update**  
Sleik reported on upcoming events.

**Adjournment**

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

Minutes taken by Shelton

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Signed by Pawlowski