

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, November 6, 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, K. Winkel, S. Binversie, R. Kohlbeck, S. Schuette, J. Zipperer, K. Behnke, A. Schneider, R. Zipperer, M. Plate, M. Pawlowski, P. Strouf, T. Dvorak

Absent & Excused: B. Palzewicz

County Board

Supervisors

Present:

Others Present: J. Shelton, M. Sleik, C. Breit, T. Loritz

Pledge of Allegiance

Called to Order Meeting called to order – 7:00pm.

Minutes Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by R. Zipperer 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. **Rainbow Valley Amusement Contract**
Next meeting scheduled for Monday, November 11 at 6pm.

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**

Dvorak reported on the following:

- Code of Conduct – staff to work on.
- Load Out-T.A. Motorsports and Exhibition Building – recommend to not send a contract for this year's fair due to rules and regulations violations.
- Jr. Fair-Open Class Rules & Regulations-Schedule Review Date – meeting scheduled.
- Market Animal Committee – recommend approval to change auction hour start time to 6:30pm.

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

C. Entertainment/Vendors Subcommittee:

1. **Miss Wisconsin; 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 attend the fair on Friday, 4pm-8pm at \$200.
- Sea Lion Contract – recommend approval at \$15,400.

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

Marketing & Advertising Subcommittee

1. *No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair-Convention 2025-Auction Item-Centerpiece; Social Media-Marketing; Woman's Day Event*

J. Zipperer reported on the following:

- Fairest of the Fair – reviewed roles and the program.
- Convention 2025 – seeking donations. Bring to the December meeting.
- Auction Item-Centerpiece – no report.
- Social Media-Marketing – Meeting held end of October. Next meeting scheduled for November 20 at Action Realty.
- Woman's Day – no report.

Review, Discussion and Possible Action on Fair Matters

A. *Subcommittee and Working Groups*

Pollen reported on the Subcommittee and Working Groups document included in the board packet requesting changes at the next meeting.

B. *Fair Update*

Staff 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. *Rummage-A-Rama – December 14; Volunteer Sign Up*

Volunteer sheet distributed.

B. *District 4 Meeting Update*

Dvorak provided a brief report.

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

Signup sheet distributed with confirmation needed at end of meeting.

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

Staff reported on upcoming events.

Consensus to not hold a January meeting.

Adjournment

Motion was made by Plate, seconded by R. Zipperer to adjourn at 7:26pm. Motion carried unanimously.

Minutes taken by Shelton

Signed by Pawlowski