

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, February 5, 2025

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

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

Absent & Excused:

County Board Supervisors Present:

Others Present: Eva Salm, J. Shelton, 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 Plate, seconded by Voss to approve meeting minutes. Motion carried unanimously.

Public Comment The 2025 Fairest of the Fair Eva Salm was present and provided a brief introduction to the board.

Review & Act on Subcommittee Recommendations:

A. Finance Subcommittee

1. ***Election of Officers; Pricing Structure; Fairest of the Fair Scholarship Amount-Clothing Allowance; Fair Budget; Parking Signs; Advertising-Media; Entertainment; Board Member Camping; Woman's Day Request***

Plate reported on the following:

- Election of Officers – recommend approval of Albert as vice chair.
- Pricing Structure – recommend approval of the new pricing structure with increases of the Jr. Fair passes to \$5 for the week; \$.20 per entry for Open Class; Processing Fee to \$2; and payment to Gatekeepers at \$.15 per ticket to include One Day, Season, and Veteran/Senior passes.
- Fairest of the Fair Scholarship Amount-Clothing Allowance – recommend approval to include a \$500 clothing allowance starting in 2026.
- Fair Budget – no report.
- Parking Signs – recommend to use the \$1,000 budget for new/additional signs.
- Advertising-Media – tabled.
- Entertainment – tabled.
- Board Member Camping – recommend approval to keep two campsites for board members and reimburse Tamma Loritz for her currently paid camp spot.
- Woman's Day Request – recommend approval of \$500 budget for Woman's Day.

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

B. Operations Subcommittee

1. ***Election of Officers; Horse Rules and Regulations; Manitowoc County 4-H Silent Auction Request; Special Olympics Date and Route; Code of Conduct; Load Out-Exhibition Building; 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-Building Hours, Solar Panel Stop Signs, Release and Load-Unload Location; Youth Art Show***

Pawlowski reported on the following:

- Election of Officers – recommend approval of Palzewicz as vice chair.
- Horse Rules and Regulations – recommend approval with some language modifications.

- Manitowoc County 4-H Silent Auction Request – recommend approval.
 - Special Olympics Date and Route – recommend approval of Wednesday at 6pm.
 - Code of Conduct – recommend approval with some language changes/additions.
 - Load Out-Exhibition Building – language to be added to the department rules.
- Motion was made by Pawlowski, seconded by Plate to approve the committee report and recommendations. Motion carried unanimously.

C. Entertainment/Vendors Subcommittee:

1. ***Election of Officers; R. Braun Inc. Request – Chainsaw Carver; Larry’s Distributing-Clydesdales; Approval of Contracts: Bulitz Carriage Rides-Petting Zoo; N.E.W. Motorsports-Modified Truck & Tractor Pull; Schnell Bros-Tractor Pull; Hollywood Motorsports-Demo Derby; Fireworks; Horse Pullers; Norm Bertschy – Polka Music; Casady’s Critters; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest***

Voss reported on the following:

- Election of Officers – recommend approval of R. Zipperer as vice chair.
- R. Braun Inc Request – Chainsaw Carvers – presented by Hawig – recommended for approval to allow additional space and include language in the sponsorship agreement. Motion was made by Dvorak, seconded by R. Zipperer to approve the recommendation.
- Larry’s Distributing – Clydesdales – recommend approval to have at this year’s fair.
- Approval of Contracts – recommend approval of all contracts as listed in the agenda. Motion was made by Voss, seconded by R. Zipperer to approve the committee report and recommendations. Motion carried unanimously.

D. Marketing & Advertising Subcommittee

1. ***Election of Officers; Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman’s Day Event***

J. Zipperer reported on the following:

- Election of Officers – recommend approval of Schuette as vice chair. 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. *Nate Farms – Manure*

Motion was made by Strouf, seconded by R. Zipperer to approve Nate Farms cost of \$5,500 for manure services. Motion carried unanimously.

B. *2026 Proposed Budget*

Staff reported the 2026 Proposed Budget and will send to Finance for further review and discussion.

C. *Beer and Soda Vendor Meeting – Hosting Future Meetings*

Hawig reported on the request from Larry’s Distributing regarding hosting future meetings. Discussion included not hosting meetings at the Expo Grounds and to send notice to the clubs.

D. *Subcommittee and Working Group Assignments*

Hawig reported on the Subcommittee and Working Group Assignments.

E. *Mentor Program*

Hawig reported on the Mentor Program.

F. *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. *WI Association of Fairs Conference Update*

The board member attendees provided a report on the conference.

B. *Expo or Professional Attire – Fairest of the Fair Picture*

Picture was taken.

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

Staff reported on upcoming events.

Pollen invited board members and staff for a get together on February 22, starting at 3pm, at his residence.

Adjournment

Motion was made by J. Zipperer, seconded by Voss to adjourn at 8:00m. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager