

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, June 4, 2025

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

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

Absent & Excused: R. Zipperer

**County Board
Supervisors
Present:**

Others Present: 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 Pawlowski to approve meeting minutes. Motion carried unanimously.

Public Comment Chairperson called for public comment three times. No public input was given.

Review & Act on Subcommittee Recommendations:

A. Joint Operations & Entertainment/Vendors Subcommittee:

1. Music Pavilion Request

Pawlowski reported that the process will remain the same and will be changing the band form with additional information.

B. Finance Subcommittee

1. No Committee Meeting; Committee Update

No report.

B. Operations Subcommittee

1. No Committee Meeting; Committee Update; Ice Center Operations; Contests and Exhibits Working Group Updates-AG Adventureland Tent; Breakfast on the Farm; Brew Competition; Dairy Cattle (Ice Center) Show Ring; Exhibition Building; King Arthur Baking Contest; Market Animal Committee; Parking-City Meeting Update; Youth Art Show

Pawlowski reported on the following:

- Ice Center Operations – New dehumidifier in place.
- AG Adventureland Tent – Meeting set for June 17 at 5pm.
- Breakfast on the Farm – Saturday setup.
- Brew Competition – Posters and cards going out.
- Dairy Cattle – Reviewing checklist.
- Exhibition Building – Superintendent-Assistant Superintendent meeting set for June 18 at 6pm.
- King Arthur – no report.
- Market Animal Committee – met on Sunday. Using different transport hauler and working on placement of trailer. Waiting for written request.
- Parking – Crawford Blvd considered City road and City will be ticketing people and providing signage. Temporary tape to be used for sidewalk at Merchants Gate entrance.
- Youth Art Show – Reedsville and Valders Schools participating.

C. Entertainment/Vendors Subcommittee:

1. ***No Committee Meeting; Committee Update; 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 – Meeting set for June 18.
- Grandstand Shows – no report.
- Outdoor Layout – two meetings held and outdoor vendors selected.
- Parade-Fireworks – Meeting to be scheduled.
- Teeny Weeny Donut – no report.

D. Marketing & Advertising Subcommittee

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

Schuetz reported on the following:

- Fairest of the Fair – Working on processes and applications that are due August 1.
- Social Media – New program working well.
- Woman's Day Event – Going well. Need a speak if anyone has ideas.

Review, Discussion and Possible Action on Fair Matters

- A. ***Outdoor Vendor Layout Update***

No further report.

- B. ***Billboard Judges***

Pawlowski, Binversie, and Winkel.

- C. ***Board Member Fair Camping***

Hawig reminded board members to sign up for fair camping.

- D. ***Liaison Sign Up; Work Orders***

Hawig reported on the Liaison Sign Up sheet and to add any work orders including those requested annually for staff to input on the sheet.

- E. ***Fair Update***

Shelton reported on the Music Pavilion Club Noise Ordinance Request to the City and the request does not come from the Expo Office.

Dvorak reported on the 4-H Report she participated in and to be held every spring.

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. ***Breakfast on the Farm – June 8 – Twin Elm Family Farm LLC – 9429 HWY 151, Manitowoc***

Event is ready for this Sunday.

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

Staff reported on upcoming events.

Adjournment

Motion was made by Dvorak, seconded by Newberg to adjourn at 7:36pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager