

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, August 6, 2025

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

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

Absent & Excused: K. Behnke

**County Board
Supervisors
Present:**

Others Present: Jean Grotegut, April Vogel, 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 Lentz 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. Finance Subcommittee

1. ***No Committee Meeting; Committee Update***

2026 Budget Review

- Motion was made by Plate, seconded by Strouf to approve the 2026 Budget with changing the wording to Safety Bollards-Jersey Barriers and increasing the Exterior Speakers/Sound System to a total budget of \$39,000. Motion carried unanimously.

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 – waiting on the contract.
- AG Adventureland Tent – set up is on Wednesday, Aug 13.
- Breakfast on the Farm – No report.
- Brew Competition – total of 70 entries.
- Dairy Cattle – good set up plan with milk parlor project complete and milk sold to Sargento.
- Exhibition Building – start cleaning the building next week.
- King Arthur – entries are in.
- Market Animal Committee – annual banquet is on Sept 22 at 6pm. MAC was awarded a grant from the West Foundation.
- Parking – Set up is Tuesday, Aug 12.
- Youth Art Show – Art is ready to go.

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 – all set.
- Grandstand Shows – no report.
- Outdoor Layout – no report.
- Parade-Fireworks – no report.
- Teeny Weeny Donut – no report.

D. Marketing & Advertising Subcommittee

1. *Photographer; WOMT Marketing Opportunity – 2026; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman’s Day Event*

Schuette reported on the following:

- Photographer – recommend approval of Beau Wilson to provide photography with Option 1 per the contract at \$1,200.
- WOMT Marketing Opportunity – 2026 – discussion on the document included as well as review of other themes. Group has decided to discuss during the week of fair other theme ideas with a recommendation for approval in September with the theme being presented at the Thank You Banquet.
- Fairest of the Fair – doing good.
- Social Media – going well.
- Woman’s Day Event – going well.

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

Review, Discussion and Possible Action on Fair Matters

A. *Market Animal Committee Request – Alcohol at Auction*

Jean Grotegut reported on the donation of approximately three 30-pack of alcohol to the Market Animal Committee from Larry’s Distributing. Motion was made by Voss, seconded by Strouf approving the Market Animal Committee Request for Alcohol at Auction. Motion carried. Lentz, Pollen, Palzewicz, Plate, and Pawlowski voted no.

B. *Special Request – Dairy Cattle Late Arrival*

Motion was made by Strouf, seconded by Plate to approve the late arrival of both Vanna Leichtfuss and Angie Ulness. Motion carried unanimously.

C. *Little Squealers-Little Shepherds Entrance Fees*

Motion made by Plate, seconded by Voss to approve the Little Squealers and Little Shepherds free entry for the participating exhibitor following the same practice as Kiddie Showmanship. Motion carried unanimously.

D. *Goat Educational Event – Friday, Aug 22, at 6pm*

Hawig reported on the Goat Educational Event noting that this is for informational purposes. Master Schedule to be created and posted.

E. *Release of Market Animal Judge’s Names*

Send to Operations.

F. *Lock Boxes*

Lock boxes are at each building and noted on the map in the conference room.

G. *Expo-Fair Clothing Attire*

Reminder to wear Expo or Fair attire.

H. *Junior Faire-Open Class Annual Comparison Report*

Report provided in packet for review and discussion.

I. *Billboard Judging Update*

Pawlowski reported on the Billboard judging noting that three more boards need to be judged and photos to be sent to staff for printing.

J. *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.

K. *Fair Update*

No report.

Comptroller's Financial Report – Review; Capital Projects Update

No report.

Update and Possible Action on Other Fair, Expo Buildings, and Grounds Projects and Issues

A. *WI Association of Fairs Conference – January 11-14 2026*

Hawig reminded those interested in attending the conference to signup or confirm if previously attended and this is the 60th celebration.

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

No report.

Adjournment

Motion was made by Newberg, seconded by Plate to adjourn at 7:48pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager