

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, September 3, 2025

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

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

Absent & Excused: K. Kohlmann, M. Plate, D. Pollen, R. Zipperer

**County Board
Supervisors
Present:**

Others Present: R. Pinkerton, C. Christensen, 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 Behnke, seconded by Albert to approve the amended 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***
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; Youth Art Show***

Pawlowski reported on the following:

- Ice Center Operations – Compressors on.
- AG Adventureland Tent – no report.
- Breakfast on the Farm – no report.
- Brew Competition – no report.
- Dairy Cattle – no report.
- Exhibition Building – brief report.
- King Arthur – no report.
- Market Animal Committee – no report.
- Parking – no report.
- Youth Art Show – no report.

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 – winner announced.
- Grandstand Shows – no report.
- Outdoor Layout – no report.
- Parade-Fireworks – no report.
- Teeny Weeny Donut – no report.

D. Marketing & Advertising Subcommittee

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

Schuette reported on the following:

- Fairest of the Fair – no report.
- Social Media – going well and working on future posts.
- Woman's Day Event – motion was made by Palzewicz, seconded by Dvorak to approve the \$335 donation to Peters Pantry. Motion carried unanimously.

Review, Discussion and Possible Action on Fair Matters

A. Volunteers-Fundraising Opportunities

Staff will work on compiling potential organizations.

B. Working Groups

Staff will provide the volunteer spreadsheet used in the past.

C. Vendor Layout-Vendor Process

Staff reported on the vendor process.

D. Traffic Control

Pawlowski reported on the traffic control. Fair Wrap Up meeting with Law Enforcement to be scheduled at end of the month.

E. Merchants Gate Parking

Pawlowski reported that it went well and will have follow up discussion.

F. Golf Carts-UTVs

List to be made on areas that require a golf cart or UTV.

G. Entertainment

Discussion on potential entertainment and the Sea Lion show.

H. AG Adventureland

Schuette reported that all went well with some minor issues with set up and breakdown as well as the butterfly area.

I. Liaisons

No report.

J. Ticket Admissions – Senior/Veterans

Send to Finance.

K. Fair Themes-Colors

Motion was made by Schuette, seconded by Behnke to approve the theme Heart of the County for the 2026 fair with colors of red, white, and the base color royal blue. Motion carried unanimously.

L. Appreciation Celebration

Reminder of the upcoming celebration on September 10 at 6pm, doors open at 5:30pm.

M. 2025 Fair Pictures - Convention

Schuette reported that she is working on the pictures with the photographer.

N. Fair Update

Board member items addressed:

- Radio Issues – staff is looking into this already.
- Speaker issues and potential sponsors.
- Face Board Signs not placed.

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. *Reappointment of Board Members*

Motion made by Schuette, seconded by Binversie to recommend approval to the Public Works Committee the reappointment of Marilyn Lentz and Tonya Dvorak. Motion carried unanimously.

B. *District 4 Meeting – October 15*

Hawig reported the meeting has been rescheduled to October 8 and to inform staff on attendance.

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

Hawig reminded those interested in attending the conference to signup or confirm if previously attended.

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

No report.

Adjournment

Motion was made by Albert, seconded by Kohlbeck to adjourn at 8:37pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager