

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, October 1, 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. K. Kohlmann, M. Plate, D. Pollen,

Absent & Excused: R. Zipperer

**County Board
Supervisors
Present:**

Others Present: S. Pinkerton, M. Hoffman, C. Schleis, 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 Newberg, seconded by Pawlowski 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. Woman's Day; Volunteer Groups – Payment; Fees – Senior/Veteran Passes; Worker Passes; Outdoor Vendors; Indoor Vendors; Committee Update

Plate reported on the following:

- Woman's Day – recommended approval of \$500 for Woman's Day. Motion was made by Plate, seconded by Newberg to approve \$500 for Woman's Day. Motion carried unanimously.
- Volunteer Groups – Payment – getting more information.
- Senior/Veteran Passes/Worker Passes – recommend increasing ticket to \$7 for all three tickets. Motion was made by Plate, seconded by Newberg to approve the ticket pricing of \$7 for Senior, Veteran and Worker passes. Motion carried. Voss abstained.

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 – ice is in.
- AG Adventureland Tent – meeting held and discussion of no butterflies.
- Breakfast on the Farm – no report.
- Brew Competition – all entries recorded and submitted.
- Dairy Cattle – no report.
- Exhibition Building – meeting held and working on entertainment lineup and will be submitting for Jr. Fair judging to run from noon-6pm.
- King Arthur – need pictures to submit to King Arthur.
- Market Animal Committee – annual meeting held.
- Parking – report on review of Merchants Gate, Crawford Blvd, Golf Carts and wrap up meeting with law enforcement.
- Youth Art Show – all items returned and Reedsville interested in next year.

C. Entertainment/Vendors Subcommittee:

- 1. Budget vs. Actual; Entertainment Ideas; Contracts-Sea Lions; Casady's Critters; 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:

- Budget vs. Actual –reviewed.
- Entertainment Ideas – reviewed.
- Sea Lions – contract on hold until next month.
- Casady's Critters – recommend approval.
- Celebrity Cream Puff – no report.
- Grandstand Shows – no report.
- Outdoor Layout – looking at moving vendor stock trailers as a solution for the camping.
- Parade-Fireworks – no report.
- Teeny Weeny Donut – no report.

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

D. Marketing & Advertising Subcommittee

- 1. Marketing Calendar; Advertising Documents; WOMT Partnership; Logo; Advertising-Media Budget; Committee Report; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event**

Schuette reported on the following:

- Marketing Calendar – reviewed the marketing calendar and structure. Potential ideas to spotlight vendors.
- Advertising Documents – no report.
- WOMT Partnership – working with WOMT.
- Logo – working with WOMT for changes.
- Advertising-Media Budget – recommend approval of \$10,000 with an inkind of \$8,500.
- Fairest of the Fair – going well and application sent to state.
- Social Media – going well.
- Woman's Day Event – no report.

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

Review, Discussion and Possible Action on Fair Matters

- A. Merchants Gate Entrance Contract – Braun Excavating LLC**

Pawlowski reported on the Merchants Gate Entrance noting that the pedestrian walkway went well this year. Staff addressed concerns on pedestrian safety and requested that the demo be completed this year and implement the new pedestrian walkway. Motion was made by Pawlowski, seconded by Pollen to decline the Merchants Gate Entrance contract with Braun Excavating LLC. Motion carried unanimously.

- B. Ethics Code – Conflict of Interest**

Breit reported on the Ethics Code and Conflict of Interest document included in the committee packet.

- C. Fair Camping – Mileage**

Hawig reported on fair camping and mileage reimbursement eligibility. Motion was made by Behnke, seconded by Newberg that anyone camping during the week of fair are not eligible for mileage reimbursement excluding the camper used for the fairest of the fair. Motion carried unanimously.

- D. 2025 Fair Pictures Convention**

Pictures were distributed and voted on and will be submitted to the state.

- E. Fair Update**

Staff provided a brief report.

Pawlowski reported on the radios noting that the radio signal was good but will need to see during the week of fair.

Comptroller's Financial Report – Review; Capital Projects Update

Breit reported on the Comptroller's Financial report and Capital Projects Update included in the board packet.

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

A. *Appointments of New Board Members and Extension of Term Date for Current Board Members*

Motion made by Plate, seconded by Strouf to recommend approval to the Public Works Committee the appointments of the New Board Members, Crystal Schleis, Mary Kay Hoffman, and Sherrie Pinkerton as well as the Extension of the Term date to December 31, 2028 for Tamma Loritz and Nancy Newberg. Motion carried unanimously.

B. *District 4 Meeting – October 15*

Hawig reported the meeting noting that the meeting is scheduled for October 8, not what was listed on the agenda. Dvorak, Newberg, and Binversie will be attending.

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

Hawig reported that staff will prepare a report of any additional monies owed with the number of people attending.

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

Staff provided a brief report.

Pawlowski reported on the Appreciation Dinner. Dvorak reported on the resignation of the Poultry and Rabbit superintendents and assistant superintendents.

Adjournment

Motion was made by Newberg, seconded by Plate to adjourn at 8:10pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager