



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

DATE: January 6, 2025

TIME: 2:00 p.m.

PLACE: State Fairs Conference – Chula Vista Resort  
2501 River Road  
Wisconsin Dells WI 53965

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered and acted upon at the meeting:

1. Regular business
  - a. Roll Call
2. Public Comment
3. Review, Discussion, and Possible Action on Events, Acts and Other Issues and Items Related to the 2025 Fair and Provide Recommendations to the Expo Board
  - a. New Attendee Orientation/Comments
  - b. Updates on the Following:
    - i. Carnival Night Reception
    - ii. Workshops-Round Table
    - iii. Fairest of the Fair Competition
    - iv. Entertainment Ideas
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: December 31, 2024

Jeremy Hawig, BOARD VICE-CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** January 7, 2025  
**TIME:** 12:00 p.m.  
**PLACE:** State Fairs Conference – Chula Vista Resort  
2501 River Road  
Wisconsin Dells WI 53965

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered and acted upon at the meeting:

1. Regular business
  - a. Roll Call
2. Public Comment
3. Review, Discussion, and Possible Action on Events, Acts and Other Issues and Items Related to the 2025 Fair and Provide Recommendations to the Expo Board
  - a. New Attendee Orientation/Comments
  - b. Updates on the Following:
    - i. Carnival Night Reception
    - ii. Workshops-Round Table
    - iii. Fairest of the Fair Competition
    - iv. Entertainment Ideas
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: December 31, 2024

Jeremy Hawig, BOARD VICE-CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, January 15, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Palzewicz to approve the minutes. Motion carried unanimously.

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

**Election of Officers**

PJ Albert was nominated by Paige Strouf as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Strouf, seconded by Pollen, that nominations be closed and unanimous ballot be cast for Albert as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. Pricing Structure**

Motion was made by Dvorak, seconded by Albert to recommend approval to increase the following: Jr. Fair Exhibitor ticket to \$5; Open Class Exhibitor Per Entry Fee to \$.20; Online Processing Fee to \$2; Gatekeepers Payment per ticket to \$.15; and Indoor Vendor Rate to \$300. Motion carried unanimously.

Motion was made by Dvorak, seconded by Kohlbeck to recommend approval to increase the Animal Judges Rates and will be listed in the packet according to species for final approval. Motion carried unanimously.

Motion was made by Dvorak, seconded by Kohlbeck to recommend approval to increase the Exhibition Building Judges Rates and will be listed in the packet according to department for final approval. Motion carried unanimously.

Motion was made by Dvorak, seconded by Kohlbeck to increase the Animal and Exhibition Building Superintendent and Assistant Superintendent Rates and will be listed in the packet according to department for final approval. Motion carried unanimously.

**B. Fairest of the Fair Scholarship Amount – Clothing Allowance**

Motion was made by Albert, seconded by Palzewicz to recommend approval to the board a \$500 clothing allowance to be added to the 2026 Fairest of the Fair program. Motion carried unanimously.

**C. Budget**

**a. Parking Signs**

Motion was made by Albert, seconded by Kohlbeck recommend approval to the board to allow the \$1,000 budget to be used for parking signs. Motion carried unanimously.

**b. Advertising-Media**

Tabled.

**c. Entertainment**

Tabled.

**D. Board Member Camping**

Motion was made by Albert, seconded by Strouf to recommend approval to the board to retain two spots for camping to include refunding of one board member fee for 2025 and all board members to confirm camping by June 1. Motion carried unanimously.

**E. Woman's Day Request**

Motion was made by Palzewicz, seconded by Pollen to recommend approval to the board the Woman's Day budget of \$500. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Kohlbeck, seconded by Albert to adjourn at 8:07pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



# MANITOWOC COUNTY

## EXPO and ICE CENTER BOARD

### MEETING NOTICE

DATE: Wednesday, February 5, 2025

TIME: 7:00 p.m.

PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action 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
  - 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
  - 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
  - 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
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Nate Farms – Manure
  - B. 2026 Proposed Budget
  - C. Beer and Soda Vendor Meeting – Hosting Future Meetings
  - D. Subcommittee and Working Group Assignments
  - E. Mentor Program
  - F. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. WI Association of Fairs Conference Update
  - B. Expo or Professional Attire – Fairest of the Fair Picture
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: January 28, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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## 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Entertainment and Vendor Sub-Committee**  
**MEETING NOTICE**

DATE: February 5, 2025  
TIME: 5:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. R. Braun Inc Request – Chainsaw Carver
  - B. Larry's Distributing – Clydesdales
  - C. Approval of Contracts:
    1. Bulitz Carriage Rides – Petting Zoo
    2. N.E.W. Motorsports – Modified Truck & Tractor Pull
    3. Schnell Bros – Tractor Pull
    4. Hollywood Motorsports – Demo Derby
    5. Fireworks
    6. Horse Pullers
    7. Norm Bertschy – Polka Music
    8. Casady's Critters
  - D. Event Working Group Updates
    1. Celebrity Cream Puff Eating Contest
    2. Grandstand Shows
    3. Outdoor Layout
    4. Parade-Fireworks
    5. Teeny Weeny Donut Contest
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: January 28, 2025

Rob Voss, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
ENTERTAINMENT AND VENDORS SUBCOMMITTEE**

Held Wednesday, February 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** R. Voss, PJ Albert, R. Kohlbeck, K. Kohlmann, M. Lentz, T. Loritz, B. Palzewicz, M. Pawlowski, M. Plate, P. Strouf, J. Zipperer, R. Zipperer

**Absent & Excused:**  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, K. Behnke, S. Schuette, D. Pollen, S. Binversie, A. Schneider, K. Winkel

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 5:15pm

**Minutes** Minutes were reviewed from the previous meeting. Motion was made by Plate, seconded by R. Zipperer to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Election of Officers**

Russ Zipperer was nominated by J. Zipperer as Subcommittee Vice Chair. After three calls for other nominations a motion was made by J. Zipperer, seconded by Plate, that nominations be closed and unanimous ballot be cast for R. Zipperer as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. *R. Braun Inc Request – Chainsaw Carver***

Hawig reported on the request from R. Braun Inc to host a Chainsaw Carver. Motion was made by Plate, seconded by R. Zipperer to recommend approval to the board to accept the R. Braun request to host a Chainsaw Carver with additional space at no additional charge and to have this included in the sponsorship agreement. Motion carried. Voss abstained.

**B. *Larry's Distributing – Clydesdales***

Motion was made by R. Zipperer, seconded by Strouf to recommend approval to the board to host the Clydesdales at this year's fair. Motion carried unanimously.

**C. *Approval of Contracts:***

**1. *Bulitz Carriage Rides – Petting Zoo***

Motion was made by Plate, seconded by Strouf to recommend approval to the board for the Bulitz Carriage Rides – Petting Zoo contract. Motion carried unanimously.

**2. *N.E.W. Motorsports – Modified Truck & Tractor Pull***

Motion was made by Albert, seconded by R. Zipperer to recommend approval to the board for the N.E.W. Motorsports – Modified Truck & Tractor Pull contract. Motion carried unanimously.

**3. *Schnell Bros – Tractor Pull***

Motion was made by Plate, seconded by R. Zipperer to recommend approval to the board for the Schnell Bros – Tractor Pull contract. Motion carried unanimously.

**4. *Hollywood Motorsports – Demo Derby***

Motion was made by Lentz, seconded by Strouf to recommend approval to the board for the Hollywood Motorsports – Demo Derby contract. Motion carried unanimously.

**5. *Fireworks***

Motion was made by R. Zipperer, seconded by Albert to recommend approval to the board for the Fireworks contract. Motion carried unanimously.

**6. *Horse Pullers***

Motion was made by Plate, seconded by Lentz to recommend approval to the board for the Horse Pullers contract. Motion carried unanimously.

**7. *Norm Bertschy – Polka Music.***

Motion was made by Lentz, seconded by Albert to recommend approval to the board for the Norm Bertschy – Polka Music contract. Motion carried unanimously.

**8. *Casady's Critters Contract***

Motion was made by R. Zipperer, seconded by J. Zipperer to recommend approval to the board for the Casady's Critters contract. Motion carried unanimously.

***D. Event Working Group Updates***

- 1. *Celebrity Cream Puff Eating Contest*** – no report.
- 2. *Grandstand Shows*** – no report.
- 3. *Outdoor Layout*** – no report.
- 4. *Parade-Fireworks – Location*** – no report
- 5. *Teeny Weeny Donut Contest*** – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Plate, seconded by R. Zipperer to adjourn at 5:42pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: February 5, 2025  
TIME: 5:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Advertising-Media Budget
  - B. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: January 28, 2025

Justin Zipperer, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, February 5, 2025

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

**Present:** J. Zipperer, S. Schuette, K. Behnke, S. Binversie, R. Kohlbeck, T. Loritz, N. Newberg, A. Schneider, R. Voss, K. Winkel, R. Zipperer

**Absent & Excused:**  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, D. Pollen, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, K. Kohlmann, P. Strouf

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 5:45pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Binversie, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Election of Officers**

Savanna Schuette was nominated by T. Loritz as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Voss, that nominations be closed and unanimous ballot be cast for S. Schuette as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Advertising-Media Budget**

J. Zipperer presented the Advertising-Media Budget. Motion was made by Newberg, seconded by Voss to recommend approval to the Finance Subcommittee the increase in the Advertising-Media Budget to a total of \$28,000. Motion carried unanimously.

**B. Working Group Updates**

- a. Fairest of the Fair** – report provided on the fairest of the fair at convention noting that Mykayla Bell did a great job.
- b. Social Media-Marketing – Schedule** – working on media posts.
- c. Woman's Day Event** – working on documents for 2025.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by R. Zipperer, seconded by Voss to adjourn at 5:58pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**MEETING NOTICE**

DATE: February 5, 2025  
TIME: 6:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Horse Rules and Regulations
  - B. Manitowoc County 4-H Silent Auction Request
  - C. Special Olympics Date and Route
  - D. Code of Conduct
  - E. Load Out – Exhibition Building
  - F. Ice Center Operations
  - G. Contests and Exhibits Working Group Updates:
    - a. AG Adventureland Tent
    - b. Brew Competition
    - c. Dairy Cattle (Ice Center) Show Ring
    - d. Exhibition Building
    - e. King Arthur Baking Contest
    - f. Market Animal Committee
    - g. Parking
      1. Parking-Building Hours
      2. Solar Panel Stop Signs
      3. Release and Load-Unload Location
    - h. Youth Art Show
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: January 28, 2025

Matthew Pawlowski, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, February 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, K. Behnke, S. Binversie, T. Dvorak, K. Kohlmann, M. Lentz, N. Newberg, D. Pollen, S. Schuette, A. Schneider, P. Strouf, K. Winkel

**Absent & Excused:**

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, J. Zipperer, R. Zipperer, T. Loritz, R. Kohlbeck

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Schuette, seconded by Palzewicz to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Election of Officers**

Barb Palzewicz was nominated by P. Strouf as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Strouf, that nominations be closed and unanimous ballot be cast for B. Palzewicz as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. *Horse Rules and Regulations***

Motion was made by Schuette, seconded by Kohlmann to recommend approval to the board to the Horse Rules and Regulations with some modifications. Motion carried unanimously.

**B. *Manitowoc County 4-H Silent Auction Request***

Motion was made by Behnke, seconded by Schuette to recommend approval to the board the Manitowoc County 4-H Silent Auction. Motion carried unanimously.

**C. *Special Olympics Date and Route***

Motion was made by Behnke, seconded by Dvorak to recommend approval to the board the Special Olympics Race to be held on Wednesday at 6pm. Motion carried unanimously.

**D. *Code of Conduct***

Motion was made by Behnke, seconded by Lentz to recommend approval to the board the Code of Conduct with some minor revisions. Motion carried unanimously.

**E. *Load Out – Exhibition Building***

Dvorak to email the Load Out language to the rules and regulations.

**F. *Ice Center Operations***

Pollen reported on the Dehumidifier quote that the groups are still working on.

**G. Contests and Exhibits Working Group Updates**

- AG Adventureland – report given on the educational activities that will be in the tent.
- Brew Competition – meeting held in December and website up and running.
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – no report.
- King Arthur Contest – recipes have been submitted to staff.
- Market Animal Committee – portal is not working well for the committee.
- Parking Layout – meeting to be scheduled. With all items to be reviewed including the building hours; solar panel stop signs and release and load-unload location.
- Youth Art Show – documents have been mailed out. Discussion included opening up the youth art show to other grade levels.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Hawig, seconded by Strouf to adjourn at 6:06pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, March 5, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. 2026 Proposed Budget; Advertising-Media Budget; 2025 Fairest of the Fair Clothing Allowance; Light Tower Budget
  - B. OPERATIONS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting 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-Building Hours, Solar Panel Stop Signs, Release and Load-Unload Location; Youth Art Show
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Meeting Update; Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. IAFE Economic Impact Survey
  - B. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update; Asphalt Project
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. District 4 Meeting – April 1 – Fond du Lac
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: February 25, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, March 5, 2025

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

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

**Absent & Excused:** S. Binversie, K. Kohlmann, T. Loritz, R. Voss, K. Winkel,

**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 Albert, seconded by R. Zipperer 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. **2026 Proposed Budget; Advertising-Media Budget; 2025 Fairest of the Fair Clothing Allowance; Light Tower Budget**

Albert reported on the following:

- 2026 Proposed Budget – recommend approval of the 2026 Proposed Budget as presented. Motion carried unanimously.
- Advertising-Media Budget – recommend approval to increase the advertising budget to a total of \$28,000 for 2025.
- 2025 Fairest of the Fair Scholarship Clothing Allowance – recommend approval to include a \$500 clothing allowance starting in 2025.
- Light Tower – recommend approval of a \$350 Light Tower rental.

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

### B. Operations Subcommittee

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

- Brief updates were provided regarding the working groups.
- Parking – reported that the release and load-unload is the same, working on the solar panel stop signs and considering the regular Merchants Gate passes with information on both sides of the permit.

### 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**

No report.

**D. Marketing & Advertising Subcommittee**

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

J. Zipperer reported on the following:

- Advertising-Media – budget is now \$28,000.
- Social Media – posts will be coming soon.
- Fairest of the Fair – working on calendar.

**Review, Discussion and Possible Action on Fair Matters**

**A. IAFE Economic Impact Survey**

Dvorak reported on the IAFE Economic Impact Survey and the potential participation from the county fair at a cost of \$1,500 with a potential grant of \$1,000, total cost of \$500. Discussion.

**B. Fair Update**

Staff provided a brief report including department rules and regulations are now posted and asked that board members review and submit any changes or corrections.

**Comptroller's Financial Report – Review; Capital Projects Update; Asphalt Project**

Breit reported on the Financial Report and Capital projects provided in the board packet.

Staff presented the Asphalt projects to be reviewed and approved by the board. Board will review potential options at the next meeting.

Motion was made by Behnke, seconded by R. Zipperer to approve additional sleeves in the Multi-Purpose building. Motion carried unanimously.

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

**A. District 4 Meeting – April 1 – Fond du Lac**

Attendees include Dvorak, Newberg, Binversie.

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

Staff reported on upcoming events.

**Adjournment**

Motion was made by J. Zipperer, seconded by Pawlowski to adjourn at 7:38pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

**DATE:** Wednesday, March 5, 2025  
**TIME:** 6:15 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. 2026 Proposed Budget
4. Advertising-Media Budget
5. 2025 Fairest of the Fair Clothing Allowance
6. Light Tower Budget
7. Adjourn

Date: February 25, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, March 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, K. Behnke T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:**

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, J. Zipperer, N. Newberg

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Pollen to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. *2026 Proposed Budget***

Motion was made by Albert, seconded by Kohlbeck to recommend approval to the board the 2026 Proposed Budget. Motion carried unanimously.

**B. *Advertising-Media Budget***

Motion was made by Behnke, seconded by Strouf to recommend approval to the board the 2025 Advertising-Media Budget of \$28,000. Motion carried unanimously.

**C. *2025 Fairest of the Fair Clothing Allowance***

Motion was made by Behnke, seconded by Albert to recommend approval to the board a \$500 clothing allowance for the 2025 Fairest of the Fair program. Motion carried unanimously.

**D. *Light Tower Budget***

Motion was made by Albert, seconded by Strouf to recommend approval to the board for the rental of a Light Tower at \$350 for the week of fair. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Albert, seconded by Kohlbeck to adjourn at 6:47pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, April 2, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update
  - B. OPERATIONS SUBCOMMITTEE:
    1. 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-Solar Panel Stop Signs-Merchants Gate Parking Permit; Youth Art Show
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. American Legion Booth Request
  - B. Winter Miracle Splash – Golf Cart Use Request
  - C. Superintendent-Assistant Superintendent Recruitment
  - D. 2025-2026 4-H Updates
  - E. Exhibition Building Concession Stand
  - F. Outdoor Vendor Layout Review Date
  - G. County Fair Preparation Meeting (Law Enforcement) – April 15 – noon
  - H. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update; Asphalt Project
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. IAFE Impact Survey
  - B. District 4 Meeting Update
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: March 25, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, April 2, 2025

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

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

**Absent & Excused:** K. Behnke, T. Dvorak, D. Pollen, A. Schneider

**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 Newberg 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; Meeting Update***  
No report.

### B. Operations Subcommittee

1. ***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-Solar Panel Stop Signs, Merchants Gate Parking Permit; Youth Art Show***  
Motion was made by Pawlowski, seconded by Plate to keep the same information on the front side of the Merchants Gate Parking Permit and adding verbiage on the back. Motion carried unanimously.

### 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***  
No report.

### D. Marketing & Advertising Subcommittee

1. ***Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event***  
J. Zipperer reported on the following:
  - Advertising-Media – allocated funds to advertising based on the approved \$28,000 budget.
  - Woman's Day – meeting scheduled for April 15 at 6pm.

## Review, Discussion and Possible Action on Fair Matters

### A. ***American Legion Booth Request***

Motion was made by J. Zipperer, seconded by Voss to approve the American Legion Booth request included in the board packet. Motion carried unanimously.

### B. ***Winter Miracle Splash – Golf Cart Use Request***

Motion was made by R. Zipperer, seconded by J. Zipperer to allow use of the golf cart for the grandstand and horse pull events. Motion carried unanimously.

**C. Music Pavilion Request**

Send to Entertainment and Vendor Subcommittee.

**D. Superintendent-Assistant Superintendent Recruitment**

No report.

**E. 2025-2026 4-H Updates**

No report.

**F. Exhibition Building Concession Stand**

Palzewicz reported on a potential vendor for the Exhibition Building Concession Stand and working on the logistics.

**G. Outdoor Vendor Review Date**

Meeting scheduled for May 21 at 6pm.

**H. County Fair Preparation Meeting (Law Enforcement) – April 15 – noon**

Meeting scheduled for April 15 at noon.

**I. Fair Update**

No report.

**Comptroller's Financial Report – Review; Capital Projects Update; Asphalt Project**

Breit reported on the Financial Report and Capital projects provided in the board packet.

Motion was made by R. Zipperer, seconded by Voss to approve the asphalt projects. Motion carried unanimously.

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

**A. IAFE Economic Impact Survey**

Motion was made by Binversie, seconded by Pawlowski to approve the IAFE Survey at a cost of \$1,500 with a refund of \$1,000 once completed. Motion carried unanimously.

**A. District 4 Meeting Update**

Binversie reported on the District 4 meeting noting some disappointment in the speaker as well as the leaders of the meeting utilizing computers openly during the presentation.

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

Staff reported on upcoming events.

**Adjournment**

Motion was made by Newberg, seconded by R. Zipperer to adjourn at 7:47pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO and ICE CENTER BOARD**  
**AMENDED MEETING NOTICE**

DATE: Wednesday, April 2, 2025  
TIME: 7:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update
  - B. OPERATIONS SUBCOMMITTEE:
    1. 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-Solar Panel Stop Signs-Merchants Gate Parking Permit; Youth Art Show
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. American Legion Booth Request
  - B. Winter Miracle Splash – Golf Cart Use Request
  - C. **Music Pavilion Request**
  - D. Superintendent-Assistant Superintendent Recruitment
  - E. 2025-2026 4-H Updates
  - F. Exhibition Building Concession Stand
  - G. Outdoor Vendor Layout Review Date
  - H. County Fair Preparation Meeting (Law Enforcement) – April 15 – noon
  - I. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update; Asphalt Project
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. IAFE Impact Survey
  - B. District 4 Meeting Update
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: March 25, 2025

**Amended March 28, 2025**

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, April 2, 2025

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

**Present:** J. Zipperer, S. Schuette, S. Binversie, R. Kohlbeck, T. Loritz, N. Newberg,  
R. Voss, K. Winkel, R. Zipperer

**Absent & Excused:** A. Schneider, K. Behnke,  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, P.  
Strouf

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by R. Binversie, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Advertising-Media Budget**

J. Zipperer reported on the Advertising-Media Budget included in the subcommittee packet. Subcommittee review and allocated funds.

**B. Working Group Updates**

**a. Fairest of the Fair** – no report.

**b. Social Media-Marketing** – meeting scheduled for April 3 at 6pm.

**c. Woman's Day Event** – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Voss, seconded by R. Zipperer to adjourn at 6:31pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, April 2, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, S. Binversie, K. Kohlmann, M. Lentz, N. Newberg,  
S. Schuette, P. Strouf, K. Winkel

**Absent & Excused:** K. Behnke, T. Dvorak, D. Pollen, A. Schneider,  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, J. Zipperer, R. Zipperer, T. Loritz, R.  
Kohlbeck

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:32pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Newberg,  
seconded by Strouf to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Ice Center Operations**

Pawlowski reported that the season is complete and ice is out.

**B. Contests and Exhibits Working Group Updates**

- AG Adventureland – banner has been approved. Next meeting is April 14 at 6pm. Looking for Sandbox toys.
- Breakfast on the Farm – no report.
- Brew Competition – no report
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – Meeting scheduled for April 21.
- King Arthur Contest – no report.
- Market Animal Committee – no report.
- Parking Layout
  - Solar Panel Stop Signs – reviewing and will discuss at Law Enforcement meeting.
  - Merchants Gate Parking Permit – motion was made by Lentz, seconded by Palzewicz to recommend approval to the board to keep the front the same and add wording on the back along with a sticker. Motion carried unanimously.
- Youth Art Show – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Hawig, seconded by Strouf to adjourn at 6:44pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, May 7, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. Milk Parlor Upgrade; Crowd Control Barriers
  - B. OPERATIONS SUBCOMMITTEE:
    1. Merchants Gate Passes – Separated Families; 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-Solar Panel Stop Signs; Youth Art Show
  - 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
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Music Pavilion Request
  - B. Exhibition Building Concession Stand
  - C. Outdoor Vendor Layout – May 21
  - D. County Fair Preparation Meeting (Law Enforcement) Update
  - E. Billboard Judges
  - F. Board Member Fair Camping
  - G. Liaison Sign Up
  - H. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. 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
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: April 29, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, May 7, 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, J. Zipperer

**Absent & Excused:** K. Behnke, S. Binversie, T. Loritz, K. Winkel, R. Zipperer

**County Board  
Supervisors  
Present:**

**Others Present:** Ross Zimmerman, Susan Franz, J. Shelton, C. Breit

## Pledge of Allegiance

**Called to Order** Meeting called to order – 7:02pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by J. Zipperer, seconded by Albert 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. *Milk Parlor Upgrade; Crowd Control Barriers*

Mike reported on the following:

- Milk Parlor Upgrade – recommend LDS Quote for approval.
  - Crowd Control Barriers – recommend the purchase of up to 20 Crowd Control Barriers.
- Motion was made by Plate, seconded by Pawlowski to approve the committee report and recommendations. Motion carried unanimously.

### B. Operations Subcommittee

#### 1. *Merchants Gate Passes – Separated Families; 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-Solar Panel Stop Signs, Merchants Gate Parking Permit; Youth Art Show*

Pawlowski reported on the Merchants Gate Passes and the need to collect data at this year's fair. No other 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 that the Outdoor Vendor Layout meeting is scheduled for May 21 at 6pm.

### D. Marketing & Advertising Subcommittee

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

J. Zipperer reported that the Fairest of the Fair working group met and working on updating guidelines and Metricool Social Media is up and running. Pawlowski reported that Community First Credit Union will once again be the Woman's Day sponsor and have three speakers for the event.

## Review, Discussion and Possible Action on Fair Matters

### A. *Music Pavilion Request*

Ross Zimmerman and Susan Franz from Newton Sno-Sports were present to reported on issues with worker passes and access for entertainment to the fairgrounds. Discussion.

**B. *Exhibition Building Concession Stand***

Dvorak reported on staff's meeting with Our Legacy. Discussion included the cost to rent the Concession Stand for the week of fair. Motion was made by Pawlowski, seconded by Palzewicz to charge the vendor \$126 per day or \$855 for the week. Motion carried unanimously.

**C. *Outdoor Vendor Layout – May 21***

Reminder for the working group.

**D. *County Fair Preparation Meeting (Law Enforcement) Update***

Pawlowski reported on the County fair Preparation Meeting with Law Enforcement and City Representatives to discuss Emergency Services, Police presence, LED Stop Signs, Concerns with Crawford Blvd Drop Off area and other items for the fair.

**E. *Billboard Judges***

No report.

**F. *Board Member Fair Camping***

Hawig reminded board members to sign up for fair camping.

**G. *Liaison Sign Up***

Hawig reported that WOMT Be My Guest scheduled for May 30 at 9:30am. Dvorak and Voss will be in attendance.

**H. *Fair Update***

No 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. *Breakfast on the Farm – June 8 – Twin Elm Family Farm LLC – 9429 HWY 151, Manitowoc***

Volunteer sign up distributed.

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

Staff reported on upcoming events.

**Adjournment**

Motion was made by Newberg, seconded by J. Zipperer to adjourn at 8:08pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

**DATE:** Wednesday, May 7, 2025  
**TIME:** 6:30 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Milk Parlor Upgrade
4. Crowd Control Barriers
5. Adjourn

Date: April 29, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, May 7, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, J. Zipperer, M. Lentz, S. Schuette, R. Voss, K. Kohlmann, A. Schneider

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:30pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Pollen to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. *Milk Parlor Upgrade***

Motion was made by Kohlbeck, seconded by Albert to recommend approval to the board the LDS Quote with no variable speed and to include three phase electrical. Motion carried unanimously.

**B. *Crowd Control Barriers***

Motion was made by Albert, seconded by Kohlbeck to recommend approval to the board up to 20 Crowd Control Barriers. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Albert, seconded by Kohlbeck to adjourn at 6:44pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**MEETING NOTICE**

DATE: May 7, 2025  
TIME: 6:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Merchants Gate Passes – Separated Families
  - B. Ice Center Operations
  - C. Contests and Exhibits Working Group Updates:
    - a. AG Adventureland Tent
    - b. Breakfast on the Farm
    - c. Brew Competition
    - d. Dairy Cattle (Ice Center) Show Ring
    - e. Exhibition Building
    - f. King Arthur Baking Contest
    - g. Market Animal Committee
    - h. Parking
      1. Solar Panel Stop Signs
    - i. Youth Art Show
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: April 29, 2025

Matthew Pawlowski, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, May 7, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, T. Dvorak, K. Kohlmann, M. Lentz, N. Newberg, D. Pollen, A. Schneider, S. Schuette, P. Strouf

**Absent & Excused:** K. Behnke, S. Binversie, K. Winkel

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, J. Zipperer, R. Kohlbeck

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Schuette, seconded by Palzewicz to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. *Merchants Gate Passes – Separated Families***

Discussion included getting data at the 2025 fair and discussing at a future board meeting.

**B. *Ice Center Operations***

Pawlowski reported that ice is out. Pollen reported that there is no firm date on the dehumidifier and the User Groups are requesting a liaison.

**C. *Contests and Exhibits Working Group Updates***

- AG Adventureland – Next meet
- Breakfast on the Farm – no report.
- Brew Competition – Software updated and poster being completed.
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – Met a few weeks ago and working on schedule.
- King Arthur Contest – no report.
- Market Animal Committee – numbers are in and some departments up and others slightly down.
- Parking Layout
  - Add sticker to the Merchants Gate Permits.
  - Hold off on bollards for this year.
- Youth Art Show – Reedsville has confirmed.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Hawig, seconded by Strouf to adjourn at 7:01pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, June 4, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. JOINT OPERATIONS & ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. Music Pavilion Request
  - B. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update
  - C. 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
  - D. 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
  - E. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Outdoor Vendor Layout Update
  - B. Billboard Judges
  - C. Board Member Fair Camping
  - D. Liaison Sign Up; Work Orders
  - E. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Fairest of the Fair Proclamation
  - B. Breakfast on the Farm – June 8 – Twin Elm Family Farm LLC – 9429 HWY 151, Manitowoc
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: May 27, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

## 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**Entertainment & Vendor Sub-Committee**  
**(JOINT MEETING)**  
**MEETING NOTICE**

DATE: June 4, 2025  
TIME: 6:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Music Pavilion Request

Date: May 27, 2025

Matthew Pawlowski, OPERATIONS SUB-COMMITTEE CHAIRPERSON  
Rob Voss, ENTERTAINMENT & VENDOR SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE and ENTERTAINMENT & VENDOR SUBCOMMITTEE  
JOINT MEETING**

Held Wednesday, June 4, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, K. Behnke, S. Binversie, T. Dvorak, K. Kohlmann,  
M. Lentz, N. Newberg, D. Pollen, S. Schuette, P. Strouf, K. Winkel

R. Voss, PJ Albert, R. Kohlbeck, T. Loritz, M. Plate

**Absent & Excused:** R. Zipperer, A. Schneider

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Pollen, seconded by Strouf to approve the Operations Subcommittee meeting minutes. Motion carried unanimously.

Minutes were reviewed from the previous meeting. Motion was made by Albert, seconded by Kohlbeck to approve the Entertainment & Vendor Subcommittee meeting minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

***A. Music Pavilion Request***

Pawlowski reporting on the Parking Working group discussion. Subcommittee decision to keep the worker passes process the same as in previous years with no changes.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Behnke, seconded by Kohlmann to adjourn at 6:25pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, July 2, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update
  - 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
  - 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
  - E. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Election of Officers; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Market Animal Committee Request – Cow Display
  - B. Billboard – Judges
  - C. Liaison Sign Up; Work Orders
  - D. Key Lock Boxes
  - E. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Breakfast on the Farm Update
  - B. WI Association of Fairs Conference – January 11-14 2026
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: June 24, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, July 2, 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, K. Behnke, S. Binversie, T. Loritz, K. Winkel

**Absent & Excused:** R. Zipperer, R. Kohlbeck, A. Schneider

**County Board  
Supervisors  
Present:**

**Others Present:** J. Shelton

## **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***  
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, waiting on contract, reviewed email sent by staff.
- AG Adventureland Tent – Meeting set for July 9 at 6pm. Signup sheet on the board.
- Breakfast on the Farm – went well.
- Brew Competition – entries coming in.
- Dairy Cattle – all good.
- Exhibition Building – Cases moved and being arranged. Our Legacy doing the food concessions.
- King Arthur – no report.
- Market Animal Committee – meeting this Sunday.
- Parking – City updates with meeting next week.
- Youth Art Show – Two 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 – all set.
- Grandstand Shows – no report.
- Outdoor Layout – layout of vendors being worked on.
- Parade-Fireworks – met and working on parade lineup.
- Teeny Weeny Donut – no report.

#### **D. Marketing & Advertising Subcommittee**

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

Schuette reported on the following:

- Election of Officers – recommend Tamma Loritz for Vice Chair.
- Fairest of the Fair – doing good.
- Social Media – positive feedback on the social media posts.
- Woman's Day Event – Going well.

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

#### **Review, Discussion and Possible Action on Fair Matters**

##### **A. Market Animal Committee Request – Cow Display**

Motion was made by Albert, seconded by Strouf approving the Market Animal Committee Request – Cow Display as provided in the board packet at a cost of \$200 for the week of fair. Motion carried unanimously.

##### **B. Billboard Judges**

Pawlowski, Binversie, Winkel, and Kohlmann.

##### **C. 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.

##### **D. Key Lock Boxes**

Hawig reported on the Key Lock Boxes that will be located on all buildings with code and key for access.

##### **E. Fair Update**

No report.

#### **Comptroller's Financial Report – Review; Capital Projects Update**

Hawig reported on the option of provided a report twice a year and including the report monthly. Consensus of the board was yes.

Shelton 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 Update**

No further report.

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

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

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

Staff reported on upcoming events.

Hawig reported on the Awards & Appreciation Dinner scheduled for Wednesday, September 10 with doors opening at 5:30pm and dinner at 6pm.

#### **Adjournment**

Motion was made by Plate, seconded by Newberg to adjourn at 7:37pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: July 2, 2025  
TIME: 6:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: June 24, 2025

Savanna Schuette, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, July 2, 2025

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

**Present:** S. Schuette, K. Behnke, S. Binversie, T. Loritz, N. Newberg, R. Voss, K. Winkel

**Absent-Excused:** A. Schneider, R. Zipperer, R. Kohlbeck  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, D. Pollen, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, P. Strouf

**Others Present:** J. Shelton

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Voss, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Election of Officers**

Tamma Loritz was nominated by Behnke as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Binversie, that nominations be closed and unanimous ballot be cast for Loritz as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Working Group Updates**

- a. **Fairest of the Fair** – working on SOPs for the fairest of the fair position.
- b. **Social Media-Marketing** – working on media posts.
- c. **Woman's Day Event** – prizes are coming in including two round trip tickets on the badger.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Newberg, seconded by Voss to adjourn at 6:53pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

DATE: Wednesday, August 6, 2025  
TIME: 7:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. 2026 Budget Review
  - 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
  - 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
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Photographer; WOMT Marketing Opportunity – 2026; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Market Animal Request – Alcohol at Auction
  - B. Special Request – Dairy Cattle Late Arrival
  - C. Little Squealers-Little Shepherds Entrance Fees
  - D. Goat Educational Event – Friday, Aug 22, at 6pm
  - E. Release of Market Animal Judge's Names
  - F. Lock Boxes
  - G. Expo-Fair Clothing Attire
  - H. Junior Fair-Open Class Annual Comparison Report
  - I. Billboard Judging Update
  - J. Liaison Sign Up; Work Orders
  - K. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. WI Association of Fairs Conference – January 11-14 2026
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: July 29, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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# 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 60<sup>th</sup> 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

**DATE:** Wednesday, August 6, 2025  
**TIME:** 6:15 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. 2026 Budget Review
4. Adjourn

Date: July 29, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, August 6, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, S. Schuette, R. Zipperer, K. Winkel, A. Schneider, N. Newberg

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Pollen, seconded by Albert to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. 2026 Budget Review**

Motion was made by Albert, seconded by Strouf to recommend approval to the board 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.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Kohlbeck, seconded by Albert to adjourn at 6:26pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: August 6, 2025  
TIME: 6:30 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Photographer
  - B. WOMT Marketing Opportunity – 2026
  - C. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: July 29, 2025

Savanna Schuette, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, August 6, 2025

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

**Present:** S. Schuette, T. Loritz, N. Newberg, R. Voss, K. Winkel, A. Schneider, R. Zipperer, R. Kohlbeck

**Absent-Excused:** K. Behnke, S. Binversie  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, D. Pollen, M. Plate, B. Palzewicz, PJ Albert, M. Pawlowski, P. Strouf

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:30pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Kohlbeck, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. *Photographer***

Motion was made by Zipperer, seconded by Newberg to recommend approval to the board to hire Beau Wilson, Option 1, for \$1,200. Motion carried unanimously.

**B. *WOMT Marketing Opportunity – 2026***

Schuette reported on the 2026 Manitowoc County Fair partnering with WOMT for WOMT's 100<sup>th</sup> Anniversary including potential fair themes. Discussion included securing a fair theme by the September meeting to announce at the Celebration.

**C. *Working Group Updates***

**a. *Fairest of the Fair*** – there are 4 candidates.

**b. *Social Media-Marketing*** – increase in followers

**c. *Woman's Day Event*** – getting a number of donations with Bitter Neumann donating a \$950 prize with a total so far of \$6,000.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Zipperer, seconded by Loritz to adjourn at 6:53pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

**DATE:** August 20-24, 2025

**TIME:** 11:00 a.m. Each Day

**PLACE:** Expo Office, 4921 Expo Drive, Manitowoc WI

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered and acted upon at the meeting:

1. Regular business
  - a. Roll Call
2. Public Comment
3. Review, discuss, and possible action on items related to the 2025 Fair
  - a. Prior Day's Activities Recap and Issues
    1. Judging Results
    2. Working Group Updates
    3. Liaison Report
  - b. Daily Recap:
    1. Current Day Activities
    2. Working Group Needs
4. Outdoor Vendor Layout Review and Update
5. Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 fair.
6. Other Fair Projects and Issues Update – No Action
7. Adjourn

Date: August 12, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

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## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, August 20, 2025

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

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

**Absent & Excused:** PJ Albert

**County Board**

**Supervisors**

**Present-**

**Others Present:** J. Shelton, C. Breit

**Pledge of Allegiance**

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

**Review, Discussion and Possible Action on items to the 2025 Fair**

**A. *Prior Day's Activities Recap and Issues***

- 1. *Judging Results***
- 2. *Working Group Updates***
- 3. *Liaison Report***

Brief Update on each of these areas was provided.

**B. *Daily Recap:***

- 1. *Current Day Activities***
- 2. *Working Group Needs***

Brief Update on each of these areas was provided.

**C. *Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

**Other Fair Projects and Issues Update – No Action**

No Report.

**Adjournment**

Motion was made by Zipperer, seconded by Voss to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Thursday, August 21, 2025

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

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

**Absent & Excused:** PJ Albert

**County Board**

**Supervisors**

**Present-**

**Others Present:** J. Shelton, C. Breit

**Pledge of Allegiance**

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

**Review, Discussion and Possible Action on items to the 2025 Fair**

***D. Prior Day's Activities Recap and Issues***

***4. Judging Results***

***5. Working Group Updates***

***6. Liaison Report***

Brief Update on each of these areas was provided.

***E. Daily Recap:***

***1. Current Day Activities***

***2. Working Group Needs***

Brief Update on each of these areas was provided.

***F. Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

**Other Fair Projects and Issues Update – No Action**

No Report.

**Adjournment**

Motion was made by Plate, seconded by Pawlowski to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Friday, August 22, 2025

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

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

**Absent & Excused:** PJ Albert, A. Schneider

### County Board

### Supervisors

### Present-

**Others Present:** J. Shelton, C. Breit

### Pledge of Allegiance

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

### Review, Discussion and Possible Action on items to the 2025 Fair

#### **A. *Prior Day's Activities Recap and Issues***

- 1. *Judging Results***
- 2. *Working Group Updates***
- 3. *Liaison Report***

Brief Update on each of these areas was provided.

#### **B. *Daily Recap:***

- 1. *Current Day Activities***
- 2. *Working Group Needs***

Brief Update on each of these areas was provided.

#### **C. *Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

### **Other Fair Projects and Issues Update – No Action**

No Report.

### **Adjournment**

Motion was made by Newberg, seconded by Zipperer to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Saturday, August 23, 2025

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

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

**Absent & Excused:** K. Kohlmann, A. Schneider

### County Board

### Supervisors

### Present-

**Others Present:** J. Shelton, C. Breit

### Pledge of Allegiance

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

### Review, Discussion and Possible Action on items to the 2025 Fair

#### ***D. Prior Day's Activities Recap and Issues***

##### ***4. Judging Results***

##### ***5. Working Group Updates***

##### ***6. Liaison Report***

Brief Update on each of these areas was provided.

#### ***E. Daily Recap:***

##### ***1. Current Day Activities***

##### ***2. Working Group Needs***

Brief Update on each of these areas was provided.

#### ***F. Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

### **Other Fair Projects and Issues Update – No Action**

No Report.

### **Adjournment**

Motion was made by Zipperer, seconded by Voss to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Sunday, August 24, 2025

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

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

**Absent & Excused:**

**County Board  
Supervisors**

**Present-**

**Others Present:** J. Shelton, C. Breit

**Pledge of Allegiance**

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

**Review, Discussion and Possible Action on items to the 2025 Fair**

**G. *Prior Day's Activities Recap and Issues***

**7. *Judging Results***

**8. *Working Group Updates***

**9. *Liaison Report***

Brief Update on each of these areas was provided.

**H. *Daily Recap:***

**1. *Current Day Activities***

**2. *Working Group Needs***

Brief Update on each of these areas was provided.

**I. *Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

**Other Fair Projects and Issues Update – No Action**

No Report.

**Adjournment**

Motion was made by Zipperer, seconded by Voss to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



# **MANITOWOC COUNTY**

## **EXPO and ICE CENTER BOARD**

### **MEETING NOTICE**

**DATE:** Wednesday, September 3, 2025

**TIME:** 7:00 p.m.

**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update
  - 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
  - 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
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Volunteers-Fundraising Opportunities
  - B. Working Groups
  - C. Fair Set Up/Breakdown
  - D. Vendor Layout-Vendor Process
  - E. Traffic Control
  - F. Merchants Gate Parking
  - G. Golf Carts-UTVs
  - H. Entertainment
  - I. AG Adventureland
  - J. Liaisons
  - K. Ticket Admissions – Senior/Veterans
  - L. Fair Themes-Colors
  - M. Appreciation Celebration
  - N. 2025 Fair Pictures – Convention
  - O. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Reappointment of Board Members
  - B. District 4 Meeting – October 15
  - C. WI Association of Fairs Conference – January 11-14 2026
  - D. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: August 26, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

## 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



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

**DATE:** Wednesday, October 1, 2025

**TIME:** 7:00 p.m.

**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. Woman's Day; Volunteer Groups – Payment; Fees – Senior/Veteran Passes; Worker Passes; Outdoor Vendors; Indoor Vendors
  - 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
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. Budget vs. Actual; Entertainment Ideas; Contracts – Sea Lions; Casady's Critters; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Marketing Calendar; Advertising Documents; WOMT Partnership; Logo; Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Merchants Gate Entrance Contract – Braun Excavating LLC
  - B. Ethics Code – Conflict of Interest
  - C. Fair Camping – Mileage
  - D. 2025 Fair Pictures – Convention
  - E. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. 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
  - B. District 4 Meeting – October 15
  - C. WI Association of Fairs Conference – January 11-14 2026
  - D. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: September 23, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# 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***

Schuetz 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 in-kind 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 Schuetz, 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Entertainment and Vendor Sub-Committee**  
**MEETING NOTICE**

DATE: Wednesday October 1, 2025  
TIME: 6:30 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Budget vs. Actual
  - B. Entertainment Ideas
  - C. Contracts:
    1. Sea Lions
    2. Casady's Critters
  - D. Event Working Group Updates
    1. Celebrity Cream Puff Eating Contest
    2. Grandstand Shows
    3. Outdoor Layout
    4. Parade-Fireworks – Location
    5. Teeny Weeny Donut Contest
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: September 23, 2025

Rob Voss, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
ENTERTAINMENT AND VENDORS SUBCOMMITTEE**

Held Wednesday, October 1, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** R. Voss, PJ Albert, K. Kohlmann, M. Lentz, T. Loritz, B. Palzewicz, M. Pawlowski, M. Plate, P. Strouf, R. Kohlbeck

**Absent & Excused:** Zipperer

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, K. Behnke, S. Schuette, D. Pollen, S. Binversie, N. Newberg

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:30pm

**Minutes** Minutes were reviewed from the previous meeting. Motion was made by Albert, seconded by Kohlbeck to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Budget vs. Actual***

Voss reported on budget vs. actual included in the committee packet.

**B. *Entertainment Ideas***

Voss reported on Entertainment Ideas. Discussion on searching for entertainment sooner for the following year. Albert to reach out to GL Berg and schedule a meeting-presentation.

**C. *Contracts:***

**1. *Sea Lions***

Voss reported on the Sea Lions contract to be the same amount as 2025. Discussion included to have the contract secured by next month if no other options.

**2. *Casady's Critters***

Motion was made by Albert, seconded by Strouf to recommend approval to the board the Casady's Critters contract. Motion carried unanimously.

**D. *Event Working Group Updates***

**1. *Celebrity Cream Puff Eating Contest*** – no report.

**2. *Grandstand Shows*** – no report.

**3. *Outdoor Layout*** – Staff reported briefly on the Outdoor Vendor process including when contracts go out and the selection process.

**4. *Parade-Fireworks – Location*** – no report

**5. *Teeny Weeny Donut Contest*** – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Albert, seconded by Plate to adjourn at 6:59pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

**DATE:** Wednesday, October 1, 2025  
**TIME:** 6:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Volunteer Groups – Payment
4. Fees
  - a. Senior/Veteran Passes
  - b. Worker Passes
  - c. Outdoor Vendors
  - d. Indoor Vendors
5. Adjourn

Date: September 23, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, October 1, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, B. Palzewicz, D. Pollen, P. Strouf, K. Behnke

**Absent & Excused:** R. Kohlbeck,  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, M. Lentz

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Pollen to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Woman's Day***

Motion was made by Behnke, seconded by Albert to recommend approval to the board the \$500 budget for Woman's Day.

**B. *Volunteer Groups – Payment***

Discussion on seeking volunteer groups and potential payment for services. Dvorak will present this at the District 4 meeting on October 8.

**C. *Fees***

**a. *Senior/Veteran Passes***

**b. *Worker Passes***

Motion was made by Behnke, seconded by Strouf to recommend approval to the board to increase the Senior, Veteran and Worker passes all to \$7 for the 2026 fair. Motion carried unanimously.

**c. *Outdoor Vendors***

**d. *Indoor Vendors***

Discussion on both outdoor and indoor vendor pricing structure including in the committee packet with more research to be done.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Pawlzewicz, seconded by Behnke to adjourn at 6:27pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager

**MINUTES of EXPO-ICE CENTER BOARD MEETING**  
**MARKETING-ADVERTISING SUBCOMMITTEE**  
Held Tuesday, September 30, 2025  
Location: Expo Merchant's Building – 4921 Expo Drive, Manitowoc WI

**Present:** S. Schuette, T. Loritz, K. Behnke, S. Binversie

**Absent-Excused:** N. Newberg, R. Zipperer, R. Kohlbeck, R. Voss  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** T. Dvorak

**Others Present:** J. Shelton

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Behnke, seconded by Loritz, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2026 Fair:**

**A. *Marketing Calendar***

Schuette reported on the marketing calendar to include deadlines for Fairest of the Fair, Social Media, Marketing and other important dates.

**B. *Advertising Documents***

Schuette reported on the insert 2025 Marketing Material Schedule-Quantity to show due dates used for marketing materials. Discussion.

**C. *WOMT Partnership***

Schuette reported on the WOMT partnership. Discussion.

**D. *Logo***

Schuette reported on the Logo. Discussion included changes to the logo to be submitted to WOMT.

**E. *Advertising-Media Budget***

Schuette reported on the Advertising-Media budget included in the committee packet. Motion was made by Binversie, seconded by Loritz to approve \$10,000 for WOMT advertising with an \$8,500 in-kind. Motion carried unanimously.

**F. *Working Group Updates***

- a. Fairest of the Fair** – No report.
- b. Social Media-Marketing** – No report.
- c. Woman's Day Event** – Loritz to be lead for the event.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Loritz, seconded by Binversie to adjourn at 7:31pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

**DATE:** Wednesday, November 5, 2025

**TIME:** 7:00 p.m.

**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update; Indoor-Outdoor Vendor Fees
  - B. OPERATIONS SUBCOMMITTEE:
    1. Jr. Fair-Open Class Rules & Regulations 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
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. Entertainment Ideas; Contracts – Miss Wisconsin; Horse Pull-Start Time-Contract; Tractor Pull; Sea Lions; Fireworks; Polka Music; Expiring 2026 Contracts: Demo Derby; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest–Event Name Change
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman’s Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Sheep Pens Fundraising
  - B. Reallocation of Budgeted Funds
  - C. Subcommittees and Working Groups Designations; Roles
  - D. WI Association of Fairs
    1. District 4 Meeting Update
    2. Conference – January 11-14 2026; Last Day to Cancel
  - E. Fairest of the Fair Auction Item
  - F. Fair Update
5. Finance Director’s Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: October 28, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk’s office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, November 5, 2025

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

**Present:** J. Hawig, T. Dvorak, PJ Albert, 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, R. Zipperer, S. Pinkerton, M. Hoffman, C. Schleis

**Absent & Excused:** K. Behnke

**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 Zipperer, seconded by Kohlbeck 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; Indoor-Outdoor Vendor Fees**  
No report.

### B. Operations Subcommittee

1. **Jr. Fair-Open Class Rules & Regulations 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**

Motion was made by Pawlowski, seconded by Lentz to approve the Junior Fair and Open Class Rules and Regulations for the 2026 fair. Motion carried unanimously.

### C. Entertainment/Vendors Subcommittee:

1. **Entertainment Ideas; Contracts-Miss Wisconsin; Horse Pull-Start Time-Contract; Tractor Pull; Sea Lions; Fireworks; Polka Music; Expiring Contracts: Demo Derby; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest**

Motion was made by Voss, seconded by Zipperer to approve Miss Wisconsin, Horse Pull at 2:30pm, Schnell Bros contract; Sea Lions contract, Fireworks not to exceed \$11,500, and polka music. Motion carried unanimously.

### D. Marketing & Advertising Subcommittee

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

Schuette reported on the following:

- Fairest of the Fair – next meeting scheduled for November 17 at 6pm.
- Social Media – next meeting scheduled for November 10 at 6pm.
- Woman's Day Event – Loritz is the new liaison with assistance from Palzewicz.

## Review, Discussion and Possible Action on Fair Matters

### A. Sheep Pens Fundraising

Hawig presented the Sheep Pens Fundraising including documents submitted by Tricia Tienor. Consensus to allow fundraising for the pens.

**B. Reallocation of Budgeted Funds**

Motion was made by Albert, seconded by Voss to reallocate the \$50,000 budgeted funds to asphalt with primary location south of Lesters Building and secondary south of Merchants Building. Motion carried unanimously.

**C. Subcommittees and Working Groups Designations; Roles**

Hawig reported on the restructure of the subcommittee and working group designations.

**D. WI Association of Fairs**

**1. District 4 Meeting Update**

Dvorak provided the District 4 Meeting update.

**2. Conference – January 11-14 2026; Last Day to Cancel**

Hawig reminded conference attendees today was the last day to cancel.

**E. Fairest of the Fair Auction Item**

Newberg reported that Fairest of the Fair Auction item information should be emailed to her and items delivered to Expo by the December meeting.

**F. Fair Update**

Hawig read Thank You cards received. Staff provided a brief 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. Expo-Ice Center Month Events; Expo Grounds Update**

Staff provided a brief report.

**Adjournment**

Motion was made by Voss, seconded by Zipperer to adjourn at 7:51pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO-ICE CENTER BOARD  
Entertainment and Vendor Sub-Committee  
MEETING NOTICE**

DATE: Wednesday November 5, 2025  
TIME: 6:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Entertainment Ideas
  - B. Contracts:
    1. Miss Wisconsin
    2. Horse Pull – Start Time-Contract
    3. Tractor Pull
    4. Sea Lions
    5. Fireworks
    6. Polka Music
    7. Expiring Contracts
      - A. Demo Derby
  - C. Event Working Group Updates
    1. Celebrity Cream Puff Eating Contest
    2. Grandstand Shows
    3. Outdoor Layout
    4. Parade-Fireworks
    5. Teeny Weeny Donut Contest
      - A. Event Name Change
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: October 28, 2025

Rob Voss, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
ENTERTAINMENT AND VENDORS SUBCOMMITTEE**

Held Wednesday, November 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** R. Voss, PJ Albert, K. Kohlmann, M. Lentz, T. Loritz, B. Palzewicz, M. Pawlowski, M. Plate, P. Strouf, R. Kohlbeck, R. Zipperer

**Absent & Excused:**  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, S. Schuette, D. Pollen, S. Binversie, N. Newberg, C. Schleis, M. Hoffman, S. Pinkerton

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm

**Minutes** Minutes were reviewed from the previous meeting. Motion was made by Zipperer, seconded by Kohlbeck to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Entertainment Ideas***

Albert reported on communication with GL Berg and other entertainment sources noting that most entertainment is secured and would know more on availability in January. Discussion.

**B. *Contracts:***

**1. *Miss Wisconsin***

Motion was made by Albert, seconded by Zipperer to recommend approval to the board the securing Miss Wisconsin with same date and time as 2025. Motion carried unanimously.

**2. *Horse Pull – Start Time-Contract***

Motion was made by Plate, seconded by Pawlowski to recommend approval to the board the Horse Pull contract for Thursday at 2:30pm. Motion carried unanimously.

**3. *Tractor Pull***

Motion was made by Zipperer, seconded by Lentz to recommend approval to the board the Tractor Pull contract for Friday at 7pm. Motion carried unanimously.

**4. *Sea Lions***

Motion was made by Zipperer, seconded by Loritz to recommend approval to the board the Sea Lions contract. Motion carried unanimously.

**5. *Fireworks***

Motion was made by Plate, seconded by Albert to recommend approval to the board the Fireworks contract not to exceed \$11,500. Motion carried unanimously.

**6. *Polka Music***

Motion was made by Albert, seconded by Strouf to recommend approval to the board Polka music contract. Motion carried unanimously.

**7. *Expiring Contracts***

**a. *Demo Derby***

Voss provided a report on the Demo Derby contract expiration with 2026 being the last year. Consensus to reach out pertaining for a 2-year agreement for review.

**C. *Event Working Group Updates***

- 1. Celebrity Cream Puff Eating Contest** – no report.
- 2. Grandstand Shows** – no report.
- 3. Outdoor Layout** – no report.
- 4. Parade-Fireworks – Location** – no report
- 5. Teeny Weeny Donut Contest** – discussion on name change and sending to marketing and advertising.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Zipperer, seconded by Kohlbeck to adjourn at 6:43pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**MEETING NOTICE**

DATE: November 5, 2025  
TIME: 6:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Jr Fair-Open Class Rules & Regulations Update
  - B. Ice Center Operations
  - C. Contests and Exhibits Working Group Updates:
    - a. AG Adventureland Tent
    - b. Breakfast on the Farm
    - c. Brew Competition
    - d. Dairy Cattle (Ice Center) Show Ring
    - e. Exhibition Building
    - f. King Arthur Baking Contest
    - g. Market Animal Committee
    - h. Parking
    - i. Youth Art Show
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: October 28, 2025

Matthew Pawlowski, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, November 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, S. Binversie, T. Dvorak, K. Kohlmann, M. Lentz, N. Newberg, D. Pollen, S. Schuette, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, R. Zipperer, R. Kohlbeck, C. Schleis, M. Hoffman, S. Pinkerton

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Newberg, seconded by Lentz to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2026 Fair:**

**A. *Jr Fair-Open Class Rules & Regulations Update***

Motion was made by Binversie, seconded by Lentz to recommend approval to the board the Junior Fair and Open Class Rules and Regulations changes. Motion carried unanimously.

**B. *Ice Center Operations***

Pawlowski reported that ice is in.

**C. *Contests and Exhibits Working Group Updates***

- AG Adventureland – need to schedule a meeting.
- Breakfast on the Farm – no report.
- Brew Competition – need to schedule a meeting.
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – no report.
- King Arthur Contest – no report.
- Market Animal Committee – reworking the MAC book.
- Parking – radios tested.
- Youth Art Show – increasing to second through fourth grade.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Schuette, seconded by Newberg to adjourn at 6:56pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

DATE: Wednesday, December 3, 2025  
TIME: 7:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. Indoor-Outdoor Vendor Fees
  - B. OPERATIONS SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update; Jr. Fair and Open Class Rules and Regulations; Parking
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update; AG Adventureland; Grandstand-Outdoor Entertainment; Woman's Day
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Teeny Weeny Donut Contest – Event Name Change; Fairest of the Fair; Social Media
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Subcommittees and Working Groups
  - B. Contests and Liaison Updates
  - C. WI Association of Fairs
    1. Centerpiece
    2. Fairest of the Fair Auction Item
    3. Silent Auction
  - D. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Appointments of New Board Members
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: November 25, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, December 3, 2025

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

**Present:** J. Hawig, T. Dvorak, PJ Albert, K. Behnke, S. Binversie, R. Kohlbeck, K. Kohlmann, N. Newberg, B. Palzewicz, M. Pawlowski, S. Pinkerton, M. Plate, C. Schleis S. Schuette, P. Strouf, R. Zipperer

**Absent & Excused:** M. Hoffman, M. Lentz, T. Loritz, D. Pollen, R. Voss

**County Board  
Supervisors  
Present:**

**Others Present:** J. Shelton, C. Breit, A. Mueller, B. Ullman

### 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 Kohlbeck 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. *Indoor-Outdoor Vendor Fees*

Motion was made by Plate, seconded by Pawlowski to approve that all vendors will receive no Merchants Gate Passes and can purchase up to two Merchants Gate passes per vendor. Motion carried unanimously.

Motion was made by Plate, seconded by Pawlowski to approve that all vendors will receive two season passes per vendor. Motion carried unanimously.

Motion was made by Plate, seconded by Pawlowski to approve that all fair campers will receive no Merchants Gate Passes and can purchase up to two Merchants Gate passes. Motion carried unanimously.

Plate reported on the Public Comment made by Randy Binversie regarding the financial discrepancy noting that this will be forwarded to the Finance Director.

#### B. Operations Subcommittee

##### 1. *No Committee Meeting; Committee Update; Jr. Fair-Open Class Rules & Regulations Parking*

Dvorak gave a brief report on the department rules and regulations.

#### C. Entertainment/Vendors Subcommittee:

##### 1. *No Committee Meeting; Committee Update; AG Adventureland; Grandstand-Outdoor Entertainment; Woman's Day*

Schuette reported that AG Adventureland has a meeting scheduled for February 2 at 5pm.

#### D. Marketing & Advertising Subcommittee

##### 1. *Teeny Weeny Donut Contest – Event Name Change; Fairest of the Fair; Social Media*

Motion was made by Schuette, seconded by Zipperer to change the event name to Mini Donut Derby. Motion carried. Binversie voted no.

## **Review, Discussion and Possible Action on Fair Matters**

### **A. Subcommittee and Working Groups**

Hawig reported on the Subcommittee and Working Groups form that will be emailed and to be completed by board members.

### **B. Contests and Liaisons**

Hawig reported that this is a subject line to remain on the agenda to have monthly reports.

### **C. WI Association of Fairs**

#### **1. Centerpiece**

Palzewicz brought in the centerpiece for the convention.

#### **2. Fairest of the Fair Auction Item**

Reminder to submit a description of auction items to Newberg by December 27 and bring items to January meeting.

#### **3. Silent Auction**

Reminder to bring any silent auction items to January meeting.

### **D. Fair Update**

Staff provided a brief report. Dvorak reported on the Market Animal Committee Fundraising efforts for a new wash rack on the north east side of the Multi-Purpose Building.

## **Comptroller's Financial Report – Review; Capital Projects Update**

Breit reported briefly on the financials and a full report will be done in January.

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

### **A. Appointments of New Board Members**

Motion was made by Dvorak, seconded by Zipperer to recommend to the Public Works Committee the appointment of Amanda Mueller and Benjamin Ullman. Motion carried unanimously.

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

Staff provided a brief report.

## **Adjournment**

Motion was made by Palzewicz, seconded by Pawlowski to adjourn at 7:35pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, December 3, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, P. Strouf, K. Behnke

**Absent & Excused:** D. Pollen

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, S. Pinkerton, S. Binversie, E. Mueller, B. Ullman, R. Zipperer

**Others Present:** J. Shelton, C. Breit, Randy Binversie

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Kohlbeck to approve the minutes. Motion carried unanimously.

**Public Comment** Randy Binversie, Noon Rotary, was present to report on discrepancies found with the ticket taking financial report and gate tickets.

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Indoor-Outdoor Vendor Fees***

Motion was made by Albert, seconded by Strouf to recommend approval to the board all vendors (indoor, outdoor, and AG vendors) do not receive any Merchants Gate Parking Passes and can purchase up to two per vendor. Motion carried unanimously.

Motion was made by Albert, seconded by Kohlbeck to recommend approval to the board all vendors (indoor, outdoor, and AG vendors) receive two season passes per vendor. Motion carried unanimously.

Motion was made by Strouf, seconded by Kohlbeck to recommend approval to the board that fair campers will not receive any free Merchants Gate Parking Passes and can purchase up to two Merchants Gate Parking passes. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Palzewicz, seconded by Albert to adjourn at 6:43pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, December 3, 2025

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

**Present:** S. Schuette, K. Behnke, S. Binversie, R. Kohlbeck, N. Newberg, R. Zipperer

**Absent-Excused:** T. Loritz, R. Voss

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, C. Schleis, M. Pawlowski, M. Plate, P. Strouf, S. Pinkerton, A. Mueller, B. Ullman, P. Albert

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Binversie, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2026 Fair:**

**A. *Teeny Weeny Donut Contest – Event Name Change***

Motion was made by Behnke, seconded by Newberg to recommend approval to the board the event name change to Mini Donut Derby. Motion Carried. Binversie voted no.

**B. *Fairest of the Fair***

Newberg reported on Fairest of the Fair attending convention, auction item, parades.

**C. *Social Media***

Schuette reported on social media for December.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Newberg, seconded by Kohlbeck to adjourn at 6:57pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

DATE: January 6, 2025

TIME: 2:00 p.m.

PLACE: State Fairs Conference – Chula Vista Resort  
2501 River Road  
Wisconsin Dells WI 53965

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered and acted upon at the meeting:

1. Regular business
  - a. Roll Call
2. Public Comment
3. Review, Discussion, and Possible Action on Events, Acts and Other Issues and Items Related to the 2025 Fair and Provide Recommendations to the Expo Board
  - a. New Attendee Orientation/Comments
  - b. Updates on the Following:
    - i. Carnival Night Reception
    - ii. Workshops-Round Table
    - iii. Fairest of the Fair Competition
    - iv. Entertainment Ideas
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: December 31, 2024

Jeremy Hawig, BOARD VICE-CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** January 7, 2025  
**TIME:** 12:00 p.m.  
**PLACE:** State Fairs Conference – Chula Vista Resort  
2501 River Road  
Wisconsin Dells WI 53965

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered and acted upon at the meeting:

1. Regular business
  - a. Roll Call
2. Public Comment
3. Review, Discussion, and Possible Action on Events, Acts and Other Issues and Items Related to the 2025 Fair and Provide Recommendations to the Expo Board
  - a. New Attendee Orientation/Comments
  - b. Updates on the Following:
    - i. Carnival Night Reception
    - ii. Workshops-Round Table
    - iii. Fairest of the Fair Competition
    - iv. Entertainment Ideas
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: December 31, 2024

Jeremy Hawig, BOARD VICE-CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, January 15, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Palzewicz to approve the minutes. Motion carried unanimously.

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

**Election of Officers**

PJ Albert was nominated by Paige Strouf as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Strouf, seconded by Pollen, that nominations be closed and unanimous ballot be cast for Albert as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. Pricing Structure**

Motion was made by Dvorak, seconded by Albert to recommend approval to increase the following: Jr. Fair Exhibitor ticket to \$5; Open Class Exhibitor Per Entry Fee to \$.20; Online Processing Fee to \$2; Gatekeepers Payment per ticket to \$.15; and Indoor Vendor Rate to \$300. Motion carried unanimously.

Motion was made by Dvorak, seconded by Kohlbeck to recommend approval to increase the Animal Judges Rates and will be listed in the packet according to species for final approval. Motion carried unanimously.

Motion was made by Dvorak, seconded by Kohlbeck to recommend approval to increase the Exhibition Building Judges Rates and will be listed in the packet according to department for final approval. Motion carried unanimously.

Motion was made by Dvorak, seconded by Kohlbeck to increase the Animal and Exhibition Building Superintendent and Assistant Superintendent Rates and will be listed in the packet according to department for final approval. Motion carried unanimously.

**B. Fairest of the Fair Scholarship Amount – Clothing Allowance**

Motion was made by Albert, seconded by Palzewicz to recommend approval to the board a \$500 clothing allowance to be added to the 2026 Fairest of the Fair program. Motion carried unanimously.

**C. Budget**

**a. Parking Signs**

Motion was made by Albert, seconded by Kohlbeck recommend approval to the board to allow the \$1,000 budget to be used for parking signs. Motion carried unanimously.

**b. Advertising-Media**

Tabled.

**c. Entertainment**

Tabled.

**D. Board Member Camping**

Motion was made by Albert, seconded by Strouf to recommend approval to the board to retain two spots for camping to include refunding of one board member fee for 2025 and all board members to confirm camping by June 1. Motion carried unanimously.

**E. Woman's Day Request**

Motion was made by Palzewicz, seconded by Pollen to recommend approval to the board the Woman's Day budget of \$500. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Kohlbeck, seconded by Albert to adjourn at 8:07pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



# MANITOWOC COUNTY

## EXPO and ICE CENTER BOARD

### MEETING NOTICE

DATE: Wednesday, February 5, 2025

TIME: 7:00 p.m.

PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action 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
  - 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
  - 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
  - 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
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Nate Farms – Manure
  - B. 2026 Proposed Budget
  - C. Beer and Soda Vendor Meeting – Hosting Future Meetings
  - D. Subcommittee and Working Group Assignments
  - E. Mentor Program
  - F. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. WI Association of Fairs Conference Update
  - B. Expo or Professional Attire – Fairest of the Fair Picture
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: January 28, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

## 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Entertainment and Vendor Sub-Committee**  
**MEETING NOTICE**

DATE: February 5, 2025  
TIME: 5:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. R. Braun Inc Request – Chainsaw Carver
  - B. Larry's Distributing – Clydesdales
  - C. Approval of Contracts:
    1. Bulitz Carriage Rides – Petting Zoo
    2. N.E.W. Motorsports – Modified Truck & Tractor Pull
    3. Schnell Bros – Tractor Pull
    4. Hollywood Motorsports – Demo Derby
    5. Fireworks
    6. Horse Pullers
    7. Norm Bertschy – Polka Music
    8. Casady's Critters
  - D. Event Working Group Updates
    1. Celebrity Cream Puff Eating Contest
    2. Grandstand Shows
    3. Outdoor Layout
    4. Parade-Fireworks
    5. Teeny Weeny Donut Contest
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: January 28, 2025

Rob Voss, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
ENTERTAINMENT AND VENDORS SUBCOMMITTEE**

Held Wednesday, February 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** R. Voss, PJ Albert, R. Kohlbeck, K. Kohlmann, M. Lentz, T. Loritz, B. Palzewicz, M. Pawlowski, M. Plate, P. Strouf, J. Zipperer, R. Zipperer

**Absent & Excused:**  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, K. Behnke, S. Schuette, D. Pollen, S. Binversie, A. Schneider, K. Winkel

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 5:15pm

**Minutes** Minutes were reviewed from the previous meeting. Motion was made by Plate, seconded by R. Zipperer to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Election of Officers**

Russ Zipperer was nominated by J. Zipperer as Subcommittee Vice Chair. After three calls for other nominations a motion was made by J. Zipperer, seconded by Plate, that nominations be closed and unanimous ballot be cast for R. Zipperer as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. *R. Braun Inc Request – Chainsaw Carver***

Hawig reported on the request from R. Braun Inc to host a Chainsaw Carver. Motion was made by Plate, seconded by R. Zipperer to recommend approval to the board to accept the R. Braun request to host a Chainsaw Carver with additional space at no additional charge and to have this included in the sponsorship agreement. Motion carried. Voss abstained.

**B. *Larry's Distributing – Clydesdales***

Motion was made by R. Zipperer, seconded by Strouf to recommend approval to the board to host the Clydesdales at this year's fair. Motion carried unanimously.

**C. *Approval of Contracts:***

**1. *Bulitz Carriage Rides – Petting Zoo***

Motion was made by Plate, seconded by Strouf to recommend approval to the board for the Bulitz Carriage Rides – Petting Zoo contract. Motion carried unanimously.

**2. *N.E.W. Motorsports – Modified Truck & Tractor Pull***

Motion was made by Albert, seconded by R. Zipperer to recommend approval to the board for the N.E.W. Motorsports – Modified Truck & Tractor Pull contract. Motion carried unanimously.

**3. *Schnell Bros – Tractor Pull***

Motion was made by Plate, seconded by R. Zipperer to recommend approval to the board for the Schnell Bros – Tractor Pull contract. Motion carried unanimously.

**4. *Hollywood Motorsports – Demo Derby***

Motion was made by Lentz, seconded by Strouf to recommend approval to the board for the Hollywood Motorsports – Demo Derby contract. Motion carried unanimously.

**5. *Fireworks***

Motion was made by R. Zipperer, seconded by Albert to recommend approval to the board for the Fireworks contract. Motion carried unanimously.

**6. *Horse Pullers***

Motion was made by Plate, seconded by Lentz to recommend approval to the board for the Horse Pullers contract. Motion carried unanimously.

**7. *Norm Bertschy – Polka Music.***

Motion was made by Lentz, seconded by Albert to recommend approval to the board for the Norm Bertschy – Polka Music contract. Motion carried unanimously.

**8. *Casady's Critters Contract***

Motion was made by R. Zipperer, seconded by J. Zipperer to recommend approval to the board for the Casady's Critters contract. Motion carried unanimously.

***D. Event Working Group Updates***

- 1. *Celebrity Cream Puff Eating Contest*** – no report.
- 2. *Grandstand Shows*** – no report.
- 3. *Outdoor Layout*** – no report.
- 4. *Parade-Fireworks – Location*** – no report
- 5. *Teeny Weeny Donut Contest*** – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Plate, seconded by R. Zipperer to adjourn at 5:42pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: February 5, 2025  
TIME: 5:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Advertising-Media Budget
  - B. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: January 28, 2025

Justin Zipperer, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, February 5, 2025

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

**Present:** J. Zipperer, S. Schuette, K. Behnke, S. Binversie, R. Kohlbeck, T. Loritz, N. Newberg, A. Schneider, R. Voss, K. Winkel, R. Zipperer

**Absent & Excused:**  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, D. Pollen, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, K. Kohlmann, P. Strouf

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 5:45pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Binversie, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Election of Officers**

Savanna Schuette was nominated by T. Loritz as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Voss, that nominations be closed and unanimous ballot be cast for S. Schuette as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Advertising-Media Budget**

J. Zipperer presented the Advertising-Media Budget. Motion was made by Newberg, seconded by Voss to recommend approval to the Finance Subcommittee the increase in the Advertising-Media Budget to a total of \$28,000. Motion carried unanimously.

**B. Working Group Updates**

- a. Fairest of the Fair** – report provided on the fairest of the fair at convention noting that Mykayla Bell did a great job.
- b. Social Media-Marketing – Schedule** – working on media posts.
- c. Woman's Day Event** – working on documents for 2025.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by R. Zipperer, seconded by Voss to adjourn at 5:58pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**MEETING NOTICE**

DATE: February 5, 2025  
TIME: 6:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Horse Rules and Regulations
  - B. Manitowoc County 4-H Silent Auction Request
  - C. Special Olympics Date and Route
  - D. Code of Conduct
  - E. Load Out – Exhibition Building
  - F. Ice Center Operations
  - G. Contests and Exhibits Working Group Updates:
    - a. AG Adventureland Tent
    - b. Brew Competition
    - c. Dairy Cattle (Ice Center) Show Ring
    - d. Exhibition Building
    - e. King Arthur Baking Contest
    - f. Market Animal Committee
    - g. Parking
      1. Parking-Building Hours
      2. Solar Panel Stop Signs
      3. Release and Load-Unload Location
    - h. Youth Art Show
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: January 28, 2025

Matthew Pawlowski, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, February 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, K. Behnke, S. Binversie, T. Dvorak, K. Kohlmann, M. Lentz, N. Newberg, D. Pollen, S. Schuette, A. Schneider, P. Strouf, K. Winkel

**Absent & Excused:**

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, J. Zipperer, R. Zipperer, T. Loritz, R. Kohlbeck

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Schuette, seconded by Palzewicz to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Election of Officers**

Barb Palzewicz was nominated by P. Strouf as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Strouf, that nominations be closed and unanimous ballot be cast for B. Palzewicz as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. *Horse Rules and Regulations***

Motion was made by Schuette, seconded by Kohlmann to recommend approval to the board to the Horse Rules and Regulations with some modifications. Motion carried unanimously.

**B. *Manitowoc County 4-H Silent Auction Request***

Motion was made by Behnke, seconded by Schuette to recommend approval to the board the Manitowoc County 4-H Silent Auction. Motion carried unanimously.

**C. *Special Olympics Date and Route***

Motion was made by Behnke, seconded by Dvorak to recommend approval to the board the Special Olympics Race to be held on Wednesday at 6pm. Motion carried unanimously.

**D. *Code of Conduct***

Motion was made by Behnke, seconded by Lentz to recommend approval to the board the Code of Conduct with some minor revisions. Motion carried unanimously.

**E. *Load Out – Exhibition Building***

Dvorak to email the Load Out language to the rules and regulations.

**F. *Ice Center Operations***

Pollen reported on the Dehumidifier quote that the groups are still working on.

**G. Contests and Exhibits Working Group Updates**

- AG Adventureland – report given on the educational activities that will be in the tent.
- Brew Competition – meeting held in December and website up and running.
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – no report.
- King Arthur Contest – recipes have been submitted to staff.
- Market Animal Committee – portal is not working well for the committee.
- Parking Layout – meeting to be scheduled. With all items to be reviewed including the building hours; solar panel stop signs and release and load-unload location.
- Youth Art Show – documents have been mailed out. Discussion included opening up the youth art show to other grade levels.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Hawig, seconded by Strouf to adjourn at 6:06pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, March 5, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. 2026 Proposed Budget; Advertising-Media Budget; 2025 Fairest of the Fair Clothing Allowance; Light Tower Budget
  - B. OPERATIONS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting 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-Building Hours, Solar Panel Stop Signs, Release and Load-Unload Location; Youth Art Show
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Meeting Update; Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. IAFE Economic Impact Survey
  - B. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update; Asphalt Project
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. District 4 Meeting – April 1 – Fond du Lac
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: February 25, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, March 5, 2025

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

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

**Absent & Excused:** S. Binversie, K. Kohlmann, T. Loritz, R. Voss, K. Winkel,

**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 Albert, seconded by R. Zipperer 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. 2026 Proposed Budget; Advertising-Media Budget; 2025 Fairest of the Fair Clothing Allowance; Light Tower Budget**

Albert reported on the following:

- 2026 Proposed Budget – recommend approval of the 2026 Proposed Budget as presented. Motion carried unanimously.
- Advertising-Media Budget – recommend approval to increase the advertising budget to a total of \$28,000 for 2025.
- 2025 Fairest of the Fair Scholarship Clothing Allowance – recommend approval to include a \$500 clothing allowance starting in 2025.
- Light Tower – recommend approval of a \$350 Light Tower rental.

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

#### B. Operations Subcommittee

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

- Brief updates were provided regarding the working groups.
- Parking – reported that the release and load-unload is the same, working on the solar panel stop signs and considering the regular Merchants Gate passes with information on both sides of the permit.

#### 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**

No report.

**D. Marketing & Advertising Subcommittee**

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

J. Zipperer reported on the following:

- Advertising-Media – budget is now \$28,000.
- Social Media – posts will be coming soon.
- Fairest of the Fair – working on calendar.

**Review, Discussion and Possible Action on Fair Matters**

**A. IAFE Economic Impact Survey**

Dvorak reported on the IAFE Economic Impact Survey and the potential participation from the county fair at a cost of \$1,500 with a potential grant of \$1,000, total cost of \$500. Discussion.

**B. Fair Update**

Staff provided a brief report including department rules and regulations are now posted and asked that board members review and submit any changes or corrections.

**Comptroller's Financial Report – Review; Capital Projects Update; Asphalt Project**

Breit reported on the Financial Report and Capital projects provided in the board packet.

Staff presented the Asphalt projects to be reviewed and approved by the board. Board will review potential options at the next meeting.

Motion was made by Behnke, seconded by R. Zipperer to approve additional sleeves in the Multi-Purpose building. Motion carried unanimously.

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

**A. District 4 Meeting – April 1 – Fond du Lac**

Attendees include Dvorak, Newberg, Binversie.

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

Staff reported on upcoming events.

**Adjournment**

Motion was made by J. Zipperer, seconded by Pawlowski to adjourn at 7:38pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

**DATE:** Wednesday, March 5, 2025  
**TIME:** 6:15 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. 2026 Proposed Budget
4. Advertising-Media Budget
5. 2025 Fairest of the Fair Clothing Allowance
6. Light Tower Budget
7. Adjourn

Date: February 25, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, March 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, K. Behnke T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:**

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, J. Zipperer, N. Newberg

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Pollen to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. *2026 Proposed Budget***

Motion was made by Albert, seconded by Kohlbeck to recommend approval to the board the 2026 Proposed Budget. Motion carried unanimously.

**B. *Advertising-Media Budget***

Motion was made by Behnke, seconded by Strouf to recommend approval to the board the 2025 Advertising-Media Budget of \$28,000. Motion carried unanimously.

**C. *2025 Fairest of the Fair Clothing Allowance***

Motion was made by Behnke, seconded by Albert to recommend approval to the board a \$500 clothing allowance for the 2025 Fairest of the Fair program. Motion carried unanimously.

**D. *Light Tower Budget***

Motion was made by Albert, seconded by Strouf to recommend approval to the board for the rental of a Light Tower at \$350 for the week of fair. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Albert, seconded by Kohlbeck to adjourn at 6:47pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, April 2, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update
  - B. OPERATIONS SUBCOMMITTEE:
    1. 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-Solar Panel Stop Signs-Merchants Gate Parking Permit; Youth Art Show
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. American Legion Booth Request
  - B. Winter Miracle Splash – Golf Cart Use Request
  - C. Superintendent-Assistant Superintendent Recruitment
  - D. 2025-2026 4-H Updates
  - E. Exhibition Building Concession Stand
  - F. Outdoor Vendor Layout Review Date
  - G. County Fair Preparation Meeting (Law Enforcement) – April 15 – noon
  - H. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update; Asphalt Project
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. IAFE Impact Survey
  - B. District 4 Meeting Update
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: March 25, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, April 2, 2025

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

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

**Absent & Excused:** K. Behnke, T. Dvorak, D. Pollen, A. Schneider

**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 Newberg 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; Meeting Update***  
No report.

### B. Operations Subcommittee

1. ***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-Solar Panel Stop Signs, Merchants Gate Parking Permit; Youth Art Show***  
Motion was made by Pawlowski, seconded by Plate to keep the same information on the front side of the Merchants Gate Parking Permit and adding verbiage on the back. Motion carried unanimously.

### 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***  
No report.

### D. Marketing & Advertising Subcommittee

1. ***Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event***  
J. Zipperer reported on the following:
  - Advertising-Media – allocated funds to advertising based on the approved \$28,000 budget.
  - Woman's Day – meeting scheduled for April 15 at 6pm.

## Review, Discussion and Possible Action on Fair Matters

### A. ***American Legion Booth Request***

Motion was made by J. Zipperer, seconded by Voss to approve the American Legion Booth request included in the board packet. Motion carried unanimously.

### B. ***Winter Miracle Splash – Golf Cart Use Request***

Motion was made by R. Zipperer, seconded by J. Zipperer to allow us of the golf cart for the grandstand and horse pull events. Motion carried unanimously.

**C. Music Pavilion Request**

Send to Entertainment and Vendor Subcommittee.

**D. Superintendent-Assistant Superintendent Recruitment**

No report.

**E. 2025-2026 4-H Updates**

No report.

**F. Exhibition Building Concession Stand**

Palzewicz reported on a potential vendor for the Exhibition Building Concession Stand and working on the logistics.

**G. Outdoor Vendor Review Date**

Meeting scheduled for May 21 at 6pm.

**H. County Fair Preparation Meeting (Law Enforcement) – April 15 – noon**

Meeting scheduled for April 15 at noon.

**I. Fair Update**

No report.

**Comptroller's Financial Report – Review; Capital Projects Update; Asphalt Project**

Breit reported on the Financial Report and Capital projects provided in the board packet.

Motion was made by R. Zipperer, seconded by Voss to approve the asphalt projects. Motion carried unanimously.

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

**A. IAFE Economic Impact Survey**

Motion was made by Binversie, seconded by Pawlowski to approve the IAFE Survey at a cost of \$1,500 with a refund of \$1,000 once completed. Motion carried unanimously.

**A. District 4 Meeting Update**

Binversie reported on the District 4 meeting noting some disappointment in the speaker as well as the leaders of the meeting utilizing computers openly during the presentation.

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

Staff reported on upcoming events.

**Adjournment**

Motion was made by Newberg, seconded by R. Zipperer to adjourn at 7:47pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO and ICE CENTER BOARD**  
**AMENDED MEETING NOTICE**

DATE: Wednesday, April 2, 2025  
TIME: 7:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update
  - B. OPERATIONS SUBCOMMITTEE:
    1. 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-Solar Panel Stop Signs-Merchants Gate Parking Permit; Youth Art Show
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. American Legion Booth Request
  - B. Winter Miracle Splash – Golf Cart Use Request
  - C. **Music Pavilion Request**
  - D. Superintendent-Assistant Superintendent Recruitment
  - E. 2025-2026 4-H Updates
  - F. Exhibition Building Concession Stand
  - G. Outdoor Vendor Layout Review Date
  - H. County Fair Preparation Meeting (Law Enforcement) – April 15 – noon
  - I. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update; Asphalt Project
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. IAFE Impact Survey
  - B. District 4 Meeting Update
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: March 25, 2025

**Amended March 28, 2025**

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, April 2, 2025

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

**Present:** J. Zipperer, S. Schuette, S. Binversie, R. Kohlbeck, T. Loritz, N. Newberg,  
R. Voss, K. Winkel, R. Zipperer

**Absent & Excused:** A. Schneider, K. Behnke,  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, P.  
Strouf

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by R. Binversie, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. *Advertising-Media Budget***

J. Zipperer reported on the Advertising-Media Budget included in the subcommittee packet. Subcommittee review and allocated funds.

**B. *Working Group Updates***

**a. Fairest of the Fair** – no report.

**b. Social Media-Marketing** – meeting scheduled for April 3 at 6pm.

**c. Woman's Day Event** – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Voss, seconded by R. Zipperer to adjourn at 6:31pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, April 2, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, S. Binversie, K. Kohlmann, M. Lentz, N. Newberg,  
S. Schuette, P. Strouf, K. Winkel

**Absent & Excused:** K. Behnke, T. Dvorak, D. Pollen, A. Schneider,  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, J. Zipperer, R. Zipperer, T. Loritz, R.  
Kohlbeck

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:32pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Newberg,  
seconded by Strouf to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Ice Center Operations**

Pawlowski reported that the season is complete and ice is out.

**B. Contests and Exhibits Working Group Updates**

- AG Adventureland – banner has been approved. Next meeting is April 14 at 6pm. Looking for Sandbox toys.
- Breakfast on the Farm – no report.
- Brew Competition – no report
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – Meeting scheduled for April 21.
- King Arthur Contest – no report.
- Market Animal Committee – no report.
- Parking Layout
  - Solar Panel Stop Signs – reviewing and will discuss at Law Enforcement meeting.
  - Merchants Gate Parking Permit – motion was made by Lentz, seconded by Palzewicz to recommend approval to the board to keep the front the same and add wording on the back along with a sticker. Motion carried unanimously.
- Youth Art Show – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Hawig, seconded by Strouf to adjourn at 6:44pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, May 7, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. Milk Parlor Upgrade; Crowd Control Barriers
  - B. OPERATIONS SUBCOMMITTEE:
    1. Merchants Gate Passes – Separated Families; 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-Solar Panel Stop Signs; Youth Art Show
  - 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
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Music Pavilion Request
  - B. Exhibition Building Concession Stand
  - C. Outdoor Vendor Layout – May 21
  - D. County Fair Preparation Meeting (Law Enforcement) Update
  - E. Billboard Judges
  - F. Board Member Fair Camping
  - G. Liaison Sign Up
  - H. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. 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
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: April 29, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, May 7, 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, J. Zipperer

**Absent & Excused:** K. Behnke, S. Binversie, T. Loritz, K. Winkel, R. Zipperer

**County Board  
Supervisors  
Present:**

**Others Present:** Ross Zimmerman, Susan Franz, J. Shelton, C. Breit

## Pledge of Allegiance

**Called to Order** Meeting called to order – 7:02pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by J. Zipperer, seconded by Albert 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. *Milk Parlor Upgrade; Crowd Control Barriers*

Mike reported on the following:

- Milk Parlor Upgrade – recommend LDS Quote for approval.
  - Crowd Control Barriers – recommend the purchase of up to 20 Crowd Control Barriers.
- Motion was made by Plate, seconded by Pawlowski to approve the committee report and recommendations. Motion carried unanimously.

### B. Operations Subcommittee

#### 1. *Merchants Gate Passes – Separated Families; 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-Solar Panel Stop Signs, Merchants Gate Parking Permit; Youth Art Show*

Pawlowski reported on the Merchants Gate Passes and the need to collect data at this year's fair. No other 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 that the Outdoor Vendor Layout meeting is scheduled for May 21 at 6pm.

### D. Marketing & Advertising Subcommittee

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

J. Zipperer reported that the Fairest of the Fair working group met and working on updating guidelines and Metricool Social Media is up and running. Pawlowski reported that Community First Credit Union will once again be the Woman's Day sponsor and have three speakers for the event.

## Review, Discussion and Possible Action on Fair Matters

### A. *Music Pavilion Request*

Ross Zimmerman and Susan Franz from Newton Sno-Sports were present to reported on issues with worker passes and access for entertainment to the fairgrounds. Discussion.

**B. *Exhibition Building Concession Stand***

Dvorak reported on staff's meeting with Our Legacy. Discussion included the cost to rent the Concession Stand for the week of fair. Motion was made by Pawlowski, seconded by Palzewicz to charge the vendor \$126 per day or \$855 for the week. Motion carried unanimously.

**C. *Outdoor Vendor Layout – May 21***

Reminder for the working group.

**D. *County Fair Preparation Meeting (Law Enforcement) Update***

Pawlowski reported on the County fair Preparation Meeting with Law Enforcement and City Representatives to discuss Emergency Services, Police presence, LED Stop Signs, Concerns with Crawford Blvd Drop Off area and other items for the fair.

**E. *Billboard Judges***

No report.

**F. *Board Member Fair Camping***

Hawig reminded board members to sign up for fair camping.

**G. *Liaison Sign Up***

Hawig reported that WOMT Be My Guest scheduled for May 30 at 9:30am. Dvorak and Voss will be in attendance.

**H. *Fair Update***

No 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. *Breakfast on the Farm – June 8 – Twin Elm Family Farm LLC – 9429 HWY 151, Manitowoc***

Volunteer sign up distributed.

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

Staff reported on upcoming events.

**Adjournment**

Motion was made by Newberg, seconded by J. Zipperer to adjourn at 8:08pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

**DATE:** Wednesday, May 7, 2025  
**TIME:** 6:30 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Milk Parlor Upgrade
4. Crowd Control Barriers
5. Adjourn

Date: April 29, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, May 7, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, J. Zipperer, M. Lentz, S. Schuette, R. Voss, K. Kohlmann, A. Schneider

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:30pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Pollen to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. *Milk Parlor Upgrade***

Motion was made by Kohlbeck, seconded by Albert to recommend approval to the board the LDS Quote with no variable speed and to include three phase electrical. Motion carried unanimously.

**B. *Crowd Control Barriers***

Motion was made by Albert, seconded by Kohlbeck to recommend approval to the board up to 20 Crowd Control Barriers. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Albert, seconded by Kohlbeck to adjourn at 6:44pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**MEETING NOTICE**

DATE: May 7, 2025  
TIME: 6:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Merchants Gate Passes – Separated Families
  - B. Ice Center Operations
  - C. Contests and Exhibits Working Group Updates:
    - a. AG Adventureland Tent
    - b. Breakfast on the Farm
    - c. Brew Competition
    - d. Dairy Cattle (Ice Center) Show Ring
    - e. Exhibition Building
    - f. King Arthur Baking Contest
    - g. Market Animal Committee
    - h. Parking
      1. Solar Panel Stop Signs
    - i. Youth Art Show
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: April 29, 2025

Matthew Pawlowski, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, May 7, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, T. Dvorak, K. Kohlmann, M. Lentz, N. Newberg, D. Pollen, A. Schneider, S. Schuette, P. Strouf

**Absent & Excused:** K. Behnke, S. Binversie, K. Winkel

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, J. Zipperer, R. Kohlbeck

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Schuette, seconded by Palzewicz to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. *Merchants Gate Passes – Separated Families***

Discussion included getting data at the 2025 fair and discussing at a future board meeting.

**B. *Ice Center Operations***

Pawlowski reported that ice is out. Pollen reported that there is no firm date on the dehumidifier and the User Groups are requesting a liaison.

**C. *Contests and Exhibits Working Group Updates***

- AG Adventureland – Next meet
- Breakfast on the Farm – no report.
- Brew Competition – Software updated and poster being completed.
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – Met a few weeks ago and working on schedule.
- King Arthur Contest – no report.
- Market Animal Committee – numbers are in and some departments up and others slightly down.
- Parking Layout
  - Add sticker to the Merchants Gate Permits.
  - Hold off on bollards for this year.
- Youth Art Show – Reedsville has confirmed.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Hawig, seconded by Strouf to adjourn at 7:01pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, June 4, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. JOINT OPERATIONS & ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. Music Pavilion Request
  - B. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update
  - C. 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
  - D. 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
  - E. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Outdoor Vendor Layout Update
  - B. Billboard Judges
  - C. Board Member Fair Camping
  - D. Liaison Sign Up; Work Orders
  - E. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Fairest of the Fair Proclamation
  - B. Breakfast on the Farm – June 8 – Twin Elm Family Farm LLC – 9429 HWY 151, Manitowoc
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: May 27, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

## 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**Entertainment & Vendor Sub-Committee**  
**(JOINT MEETING)**  
**MEETING NOTICE**

DATE: June 4, 2025  
TIME: 6:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Music Pavilion Request

Date: May 27, 2025      Matthew Pawlowski, OPERATIONS SUB-COMMITTEE CHAIRPERSON  
Rob Voss, ENTERTAINMENT & VENDOR SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE and ENTERTAINMENT & VENDOR SUBCOMMITTEE  
JOINT MEETING**

Held Wednesday, June 4, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, K. Behnke, S. Binversie, T. Dvorak, K. Kohlmann,  
M. Lentz, N. Newberg, D. Pollen, S. Schuette, P. Strouf, K. Winkel

R. Voss, PJ Albert, R. Kohlbeck, T. Loritz, M. Plate

**Absent & Excused:** R. Zipperer, A. Schneider

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Pollen, seconded by Strouf to approve the Operations Subcommittee meeting minutes. Motion carried unanimously.

Minutes were reviewed from the previous meeting. Motion was made by Albert, seconded by Kohlbeck to approve the Entertainment & Vendor Subcommittee meeting minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

***A. Music Pavilion Request***

Pawlowski reporting on the Parking Working group discussion. Subcommittee decision to keep the worker passes process the same as in previous years with no changes.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Behnke, seconded by Kohlmann to adjourn at 6:25pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, July 2, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update
  - 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
  - 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
  - E. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Election of Officers; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Market Animal Committee Request – Cow Display
  - B. Billboard – Judges
  - C. Liaison Sign Up; Work Orders
  - D. Key Lock Boxes
  - E. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Breakfast on the Farm Update
  - B. WI Association of Fairs Conference – January 11-14 2026
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: June 24, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

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# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, July 2, 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, K. Behnke, S. Binversie, T. Loritz, K. Winkel

**Absent & Excused:** R. Zipperer, R. Kohlbeck, A. Schneider

**County Board  
Supervisors  
Present:**

**Others Present:** J. Shelton

**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***  
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, waiting on contract, reviewed email sent by staff.
- AG Adventureland Tent – Meeting set for July 9 at 6pm. Signup sheet on the board.
- Breakfast on the Farm – went well.
- Brew Competition – entries coming in.
- Dairy Cattle – all good.
- Exhibition Building – Cases moved and being arranged. Our Legacy doing the food concessions.
- King Arthur – no report.
- Market Animal Committee – meeting this Sunday.
- Parking – City updates with meeting next week.
- Youth Art Show – Two 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 – all set.
- Grandstand Shows – no report.
- Outdoor Layout – layout of vendors being worked on.
- Parade-Fireworks – met and working on parade lineup.
- Teeny Weeny Donut – no report.

#### **D. Marketing & Advertising Subcommittee**

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

Schuette reported on the following:

- Election of Officers – recommend Tamma Loritz for Vice Chair.
- Fairest of the Fair – doing good.
- Social Media – positive feedback on the social media posts.
- Woman's Day Event – Going well.

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

#### **Review, Discussion and Possible Action on Fair Matters**

##### **A. *Market Animal Committee Request – Cow Display***

Motion was made by Albert, seconded by Strouf approving the Market Animal Committee Request – Cow Display as provided in the board packet at a cost of \$200 for the week of fair. Motion carried unanimously.

##### **B. *Billboard Judges***

Pawlowski, Binversie, Winkel, and Kohlmann.

##### **C. *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.

##### **D. *Key Lock Boxes***

Hawig reported on the Key Lock Boxes that will be located on all buildings with code and key for access.

##### **E. *Fair Update***

No report.

#### **Comptroller's Financial Report – Review; Capital Projects Update**

Hawig reported on the option of provided a report twice a year and including the report monthly. Consensus of the board was yes.

Shelton 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 Update***

No further report.

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

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

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

Staff reported on upcoming events.

Hawig reported on the Awards & Appreciation Dinner scheduled for Wednesday, September 10 with doors opening at 5:30pm and dinner at 6pm.

#### **Adjournment**

Motion was made by Plate, seconded by Newberg to adjourn at 7:37pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: July 2, 2025  
TIME: 6:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: June 24, 2025

Savanna Schuette, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, July 2, 2025

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

**Present:** S. Schuette, K. Behnke, S. Binversie, T. Loritz, N. Newberg, R. Voss, K. Winkel

**Absent-Excused:** A. Schneider, R. Zipperer, R. Kohlbeck  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, D. Pollen, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, P. Strouf

**Others Present:** J. Shelton

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Voss, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Election of Officers**

Tamma Loritz was nominated by Behnke as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Binversie, that nominations be closed and unanimous ballot be cast for Loritz as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Working Group Updates**

- a. **Fairest of the Fair** – working on SOPs for the fairest of the fair position.
- b. **Social Media-Marketing** – working on media posts.
- c. **Woman's Day Event** – prizes are coming in including two round trip tickets on the badger.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Newberg, seconded by Voss to adjourn at 6:53pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

DATE: Wednesday, August 6, 2025  
TIME: 7:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. 2026 Budget Review
  - 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
  - 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
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Photographer; WOMT Marketing Opportunity – 2026; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Market Animal Request – Alcohol at Auction
  - B. Special Request – Dairy Cattle Late Arrival
  - C. Little Squealers-Little Shepherds Entrance Fees
  - D. Goat Educational Event – Friday, Aug 22, at 6pm
  - E. Release of Market Animal Judge's Names
  - F. Lock Boxes
  - G. Expo-Fair Clothing Attire
  - H. Junior Fair-Open Class Annual Comparison Report
  - I. Billboard Judging Update
  - J. Liaison Sign Up; Work Orders
  - K. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. WI Association of Fairs Conference – January 11-14 2026
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: July 29, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# 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 60<sup>th</sup> 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

**DATE:** Wednesday, August 6, 2025  
**TIME:** 6:15 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. 2026 Budget Review
4. Adjourn

Date: July 29, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, August 6, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, S. Schuette, R. Zipperer, K. Winkel, A. Schneider, N. Newberg

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Pollen, seconded by Albert to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. 2026 Budget Review**

Motion was made by Albert, seconded by Strouf to recommend approval to the board 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.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Kohlbeck, seconded by Albert to adjourn at 6:26pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: August 6, 2025  
TIME: 6:30 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Photographer
  - B. WOMT Marketing Opportunity – 2026
  - C. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: July 29, 2025

Savanna Schuette, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, August 6, 2025

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

**Present:** S. Schuette, T. Loritz, N. Newberg, R. Voss, K. Winkel, A. Schneider, R. Zipperer, R. Kohlbeck

**Absent-Excused:** K. Behnke, S. Binversie  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, D. Pollen, M. Plate, B. Palzewicz, PJ Albert, M. Pawlowski, P. Strouf

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:30pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Kohlbeck, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. *Photographer***

Motion was made by Zipperer, seconded by Newberg to recommend approval to the board to hire Beau Wilson, Option 1, for \$1,200. Motion carried unanimously.

**B. *WOMT Marketing Opportunity – 2026***

Schuette reported on the 2026 Manitowoc County Fair partnering with WOMT for WOMT's 100<sup>th</sup> Anniversary including potential fair themes. Discussion included securing a fair theme by the September meeting to announce at the Celebration.

**C. *Working Group Updates***

**a. *Fairest of the Fair*** – there are 4 candidates.

**b. *Social Media-Marketing*** – increase in followers

**c. *Woman's Day Event*** – getting a number of donations with Bitter Neumann donating a \$950 prize with a total so far of \$6,000.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Zipperer, seconded by Loritz to adjourn at 6:53pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

**DATE:** August 20-24, 2025

**TIME:** 11:00 a.m. Each Day

**PLACE:** Expo Office, 4921 Expo Drive, Manitowoc WI

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered and acted upon at the meeting:

1. Regular business
  - a. Roll Call
2. Public Comment
3. Review, discuss, and possible action on items related to the 2025 Fair
  - a. Prior Day's Activities Recap and Issues
    1. Judging Results
    2. Working Group Updates
    3. Liaison Report
  - b. Daily Recap:
    1. Current Day Activities
    2. Working Group Needs
4. Outdoor Vendor Layout Review and Update
5. Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 fair.
6. Other Fair Projects and Issues Update – No Action
7. Adjourn

Date: August 12, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, August 20, 2025

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

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

**Absent & Excused:** PJ Albert

**County Board**

**Supervisors**

**Present-**

**Others Present:** J. Shelton, C. Breit

**Pledge of Allegiance**

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

**Review, Discussion and Possible Action on items to the 2025 Fair**

**A. *Prior Day's Activities Recap and Issues***

- 1. *Judging Results***
- 2. *Working Group Updates***
- 3. *Liaison Report***

Brief Update on each of these areas was provided.

**B. *Daily Recap:***

- 1. *Current Day Activities***
- 2. *Working Group Needs***

Brief Update on each of these areas was provided.

**C. *Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

**Other Fair Projects and Issues Update – No Action**

No Report.

**Adjournment**

Motion was made by Zipperer, seconded by Voss to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## **MINUTES of EXPO-ICE CENTER BOARD MEETING**

**Held Thursday, August 21, 2025**

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

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

**Absent & Excused:** PJ Albert

**County Board**

**Supervisors**

**Present-**

**Others Present:** J. Shelton, C. Breit

**Pledge of Allegiance**

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

**Review, Discussion and Possible Action on items to the 2025 Fair**

***D. Prior Day's Activities Recap and Issues***

***4. Judging Results***

***5. Working Group Updates***

***6. Liaison Report***

Brief Update on each of these areas was provided.

***E. Daily Recap:***

***1. Current Day Activities***

***2. Working Group Needs***

Brief Update on each of these areas was provided.

***F. Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

**Other Fair Projects and Issues Update – No Action**

No Report.

**Adjournment**

Motion was made by Plate, seconded by Pawlowski to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Friday, August 22, 2025

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

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

**Absent & Excused:** PJ Albert, A. Schneider

### County Board

### Supervisors

### Present-

**Others Present:** J. Shelton, C. Breit

### Pledge of Allegiance

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

### Review, Discussion and Possible Action on items to the 2025 Fair

#### **A. *Prior Day's Activities Recap and Issues***

- 1. *Judging Results***
- 2. *Working Group Updates***
- 3. *Liaison Report***

Brief Update on each of these areas was provided.

#### **B. *Daily Recap:***

- 1. *Current Day Activities***
- 2. *Working Group Needs***

Brief Update on each of these areas was provided.

#### **C. *Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

### **Other Fair Projects and Issues Update – No Action**

No Report.

### **Adjournment**

Motion was made by Newberg, seconded by Zipperer to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Saturday, August 23, 2025

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

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

**Absent & Excused:** K. Kohlmann, A. Schneider

### County Board

### Supervisors

### Present-

**Others Present:** J. Shelton, C. Breit

### Pledge of Allegiance

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

### Review, Discussion and Possible Action on items to the 2025 Fair

#### **D. Prior Day's Activities Recap and Issues**

##### **4. Judging Results**

##### **5. Working Group Updates**

##### **6. Liaison Report**

Brief Update on each of these areas was provided.

#### **E. Daily Recap:**

##### **1. Current Day Activities**

##### **2. Working Group Needs**

Brief Update on each of these areas was provided.

#### **F. Outdoor Vendor Layout Review and Update**

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

### **Other Fair Projects and Issues Update – No Action**

No Report.

### **Adjournment**

Motion was made by Zipperer, seconded by Voss to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Sunday, August 24, 2025

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

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

**Absent & Excused:**

**County Board  
Supervisors**

**Present-**

**Others Present:** J. Shelton, C. Breit

**Pledge of Allegiance**

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

**Review, Discussion and Possible Action on items to the 2025 Fair**

**G. *Prior Day's Activities Recap and Issues***

**7. *Judging Results***

**8. *Working Group Updates***

**9. *Liaison Report***

Brief Update on each of these areas was provided.

**H. *Daily Recap:***

**1. *Current Day Activities***

**2. *Working Group Needs***

Brief Update on each of these areas was provided.

**I. *Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

**Other Fair Projects and Issues Update – No Action**

No Report.

**Adjournment**

Motion was made by Zipperer, seconded by Voss to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, September 3, 2025

**TIME:** 7:00 p.m.

**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update
  - 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
  - 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
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Volunteers-Fundraising Opportunities
  - B. Working Groups
  - C. Fair Set Up/Breakdown
  - D. Vendor Layout-Vendor Process
  - E. Traffic Control
  - F. Merchants Gate Parking
  - G. Golf Carts-UTVs
  - H. Entertainment
  - I. AG Adventureland
  - J. Liaisons
  - K. Ticket Admissions – Senior/Veterans
  - L. Fair Themes-Colors
  - M. Appreciation Celebration
  - N. 2025 Fair Pictures – Convention
  - O. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Reappointment of Board Members
  - B. District 4 Meeting – October 15
  - C. WI Association of Fairs Conference – January 11-14 2026
  - D. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: August 26, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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# 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



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, October 1, 2025

**TIME:** 7:00 p.m.

**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. Woman's Day; Volunteer Groups – Payment; Fees – Senior/Veteran Passes; Worker Passes; Outdoor Vendors; Indoor Vendors
  - 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
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. Budget vs. Actual; Entertainment Ideas; Contracts – Sea Lions; Casady's Critters; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Marketing Calendar; Advertising Documents; WOMT Partnership; Logo; Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Merchants Gate Entrance Contract – Braun Excavating LLC
  - B. Ethics Code – Conflict of Interest
  - C. Fair Camping – Mileage
  - D. 2025 Fair Pictures – Convention
  - E. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. 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
  - B. District 4 Meeting – October 15
  - C. WI Association of Fairs Conference – January 11-14 2026
  - D. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: September 23, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# 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***

Schuetz 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 in-kind 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 Schuetz, 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Entertainment and Vendor Sub-Committee**  
**MEETING NOTICE**

DATE: Wednesday October 1, 2025  
TIME: 6:30 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Budget vs. Actual
  - B. Entertainment Ideas
  - C. Contracts:
    1. Sea Lions
    2. Casady's Critters
  - D. Event Working Group Updates
    1. Celebrity Cream Puff Eating Contest
    2. Grandstand Shows
    3. Outdoor Layout
    4. Parade-Fireworks – Location
    5. Teeny Weeny Donut Contest
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: September 23, 2025

Rob Voss, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
ENTERTAINMENT AND VENDORS SUBCOMMITTEE**

Held Wednesday, October 1, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** R. Voss, PJ Albert, K. Kohlmann, M. Lentz, T. Loritz, B. Palzewicz, M. Pawlowski, M. Plate, P. Strouf, R. Kohlbeck

**Absent & Excused:** Zipperer

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, K. Behnke, S. Schuette, D. Pollen, S. Binversie, N. Newberg

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:30pm

**Minutes** Minutes were reviewed from the previous meeting. Motion was made by Albert, seconded by Kohlbeck to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Budget vs. Actual***

Voss reported on budget vs. actual included in the committee packet.

**B. *Entertainment Ideas***

Voss reported on Entertainment Ideas. Discussion on searching for entertainment sooner for the following year. Albert to reach out to GL Berg and schedule a meeting-presentation.

**C. *Contracts:***

**1. *Sea Lions***

Voss reported on the Sea Lions contract to be the same amount as 2025. Discussion included to have the contract secured by next month if no other options.

**2. *Casady's Critters***

Motion was made by Albert, seconded by Strouf to recommend approval to the board the Casady's Critters contract. Motion carried unanimously.

**D. *Event Working Group Updates***

**1. *Celebrity Cream Puff Eating Contest*** – no report.

**2. *Grandstand Shows*** – no report.

**3. *Outdoor Layout*** – Staff reported briefly on the Outdoor Vendor process including when contracts go out and the selection process.

**4. *Parade-Fireworks – Location*** – no report

**5. *Teeny Weeny Donut Contest*** – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Albert, seconded by Plate to adjourn at 6:59pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

DATE: Wednesday, October 1, 2025  
TIME: 6:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Volunteer Groups – Payment
4. Fees
  - a. Senior/Veteran Passes
  - b. Worker Passes
  - c. Outdoor Vendors
  - d. Indoor Vendors
5. Adjourn

Date: September 23, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, October 1, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, B. Palzewicz, D. Pollen, P. Strouf, K. Behnke

**Absent & Excused:** R. Kohlbeck,  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, M. Lentz

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Pollen to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Woman's Day***

Motion was made by Behnke, seconded by Albert to recommend approval to the board the \$500 budget for Woman's Day.

**B. *Volunteer Groups – Payment***

Discussion on seeking volunteer groups and potential payment for services. Dvorak will present this at the District 4 meeting on October 8.

**C. *Fees***

**a. *Senior/Veteran Passes***

**b. *Worker Passes***

Motion was made by Behnke, seconded by Strouf to recommend approval to the board to increase the Senior, Veteran and Worker passes all to \$7 for the 2026 fair. Motion carried unanimously.

**c. *Outdoor Vendors***

**d. *Indoor Vendors***

Discussion on both outdoor and indoor vendor pricing structure including in the committee packet with more research to be done.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Pawlzewicz, seconded by Behnke to adjourn at 6:27pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager

**MINUTES of EXPO-ICE CENTER BOARD MEETING**  
**MARKETING-ADVERTISING SUBCOMMITTEE**  
Held Tuesday, September 30, 2025  
Location: Expo Merchant's Building – 4921 Expo Drive, Manitowoc WI

**Present:** S. Schuette, T. Loritz, K. Behnke, S. Binversie

**Absent-Excused:** N. Newberg, R. Zipperer, R. Kohlbeck, R. Voss  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** T. Dvorak

**Others Present:** J. Shelton

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Behnke, seconded by Loritz, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2026 Fair:**

**A. *Marketing Calendar***

Schuette reported on the marketing calendar to include deadlines for Fairest of the Fair, Social Media, Marketing and other important dates.

**B. *Advertising Documents***

Schuette reported on the insert 2025 Marketing Material Schedule-Quantity to show due dates used for marketing materials. Discussion.

**C. *WOMT Partnership***

Schuette reported on the WOMT partnership. Discussion.

**D. *Logo***

Schuette reported on the Logo. Discussion included changes to the logo to be submitted to WOMT.

**E. *Advertising-Media Budget***

Schuette reported on the Advertising-Media budget included in the committee packet. Motion was made by Binversie, seconded by Loritz to approve \$10,000 for WOMT advertising with an \$8,500 in-kind. Motion carried unanimously.

**F. *Working Group Updates***

- a. *Fairest of the Fair*** – No report.
- b. *Social Media-Marketing*** – No report.
- c. *Woman's Day Event*** – Loritz to be lead for the event.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Loritz, seconded by Binversie to adjourn at 7:31pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

**DATE:** Wednesday, November 5, 2025

**TIME:** 7:00 p.m.

**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update; Indoor-Outdoor Vendor Fees
  - B. OPERATIONS SUBCOMMITTEE:
    1. Jr. Fair-Open Class Rules & Regulations 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
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. Entertainment Ideas; Contracts – Miss Wisconsin; Horse Pull-Start Time-Contract; Tractor Pull; Sea Lions; Fireworks; Polka Music; Expiring 2026 Contracts: Demo Derby; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest–Event Name Change
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman’s Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Sheep Pens Fundraising
  - B. Reallocation of Budgeted Funds
  - C. Subcommittees and Working Groups Designations; Roles
  - D. WI Association of Fairs
    1. District 4 Meeting Update
    2. Conference – January 11-14 2026; Last Day to Cancel
  - E. Fairest of the Fair Auction Item
  - F. Fair Update
5. Finance Director’s Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: October 28, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk’s office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, November 5, 2025

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

**Present:** J. Hawig, T. Dvorak, PJ Albert, 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, R. Zipperer, S. Pinkerton, M. Hoffman, C. Schleis

**Absent & Excused:** K. Behnke

**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 Zipperer, seconded by Kohlbeck 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; Indoor-Outdoor Vendor Fees**  
No report.

**B. Operations Subcommittee**

1. **Jr. Fair-Open Class Rules & Regulations 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**

Motion was made by Pawlowski, seconded by Lentz to approve the Junior Fair and Open Class Rules and Regulations for the 2026 fair. Motion carried unanimously.

**C. Entertainment/Vendors Subcommittee:**

1. **Entertainment Ideas; Contracts-Miss Wisconsin; Horse Pull-Start Time-Contract; Tractor Pull; Sea Lions; Fireworks; Polka Music; Expiring Contracts: Demo Derby; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest**

Motion was made by Voss, seconded by Zipperer to approve Miss Wisconsin, Horse Pull at 2:30pm, Schnell Bros contract; Sea Lions contract, Fireworks not to exceed \$11,500, and polka music. Motion carried unanimously.

**D. Marketing & Advertising Subcommittee**

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

Schuette reported on the following:

- Fairest of the Fair – next meeting scheduled for November 17 at 6pm.
- Social Media – next meeting scheduled for November 10 at 6pm.
- Woman's Day Event – Loritz is the new liaison with assistance from Palzewicz.

**Review, Discussion and Possible Action on Fair Matters**

**A. Sheep Pens Fundraising**

Hawig presented the Sheep Pens Fundraising including documents submitted by Tricia Tienor. Consensus to allow fundraising for the pens.

**B. Reallocation of Budgeted Funds**

Motion was made by Albert, seconded by Voss to reallocate the \$50,000 budgeted funds to asphalt with primary location south of Lesters Building and secondary south of Merchants Building. Motion carried unanimously.

**C. Subcommittees and Working Groups Designations; Roles**

Hawig reported on the restructure of the subcommittee and working group designations.

**D. WI Association of Fairs**

**1. District 4 Meeting Update**

Dvorak provided the District 4 Meeting update.

**2. Conference – January 11-14 2026; Last Day to Cancel**

Hawig reminded conference attendees today was the last day to cancel.

**E. Fairest of the Fair Auction Item**

Newberg reported that Fairest of the Fair Auction item information should be emailed to her and items delivered to Expo by the December meeting.

**F. Fair Update**

Hawig read Thank You cards received. Staff provided a brief 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. Expo-Ice Center Month Events; Expo Grounds Update**

Staff provided a brief report.

**Adjournment**

Motion was made by Voss, seconded by Zipperer to adjourn at 7:51pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Entertainment and Vendor Sub-Committee**  
**MEETING NOTICE**

DATE: Wednesday November 5, 2025  
TIME: 6:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Entertainment Ideas
  - B. Contracts:
    1. Miss Wisconsin
    2. Horse Pull – Start Time-Contract
    3. Tractor Pull
    4. Sea Lions
    5. Fireworks
    6. Polka Music
    7. Expiring Contracts
      - A. Demo Derby
  - C. Event Working Group Updates
    1. Celebrity Cream Puff Eating Contest
    2. Grandstand Shows
    3. Outdoor Layout
    4. Parade-Fireworks
    5. Teeny Weeny Donut Contest
      - A. Event Name Change
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: October 28, 2025

Rob Voss, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
ENTERTAINMENT AND VENDORS SUBCOMMITTEE**

Held Wednesday, November 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** R. Voss, PJ Albert, K. Kohlmann, M. Lentz, T. Loritz, B. Palzewicz, M. Pawlowski, M. Plate, P. Strouf, R. Kohlbeck, R. Zipperer

**Absent & Excused:**  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, S. Schuette, D. Pollen, S. Binversie, N. Newberg, C. Schleis, M. Hoffman, S. Pinkerton

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm

**Minutes** Minutes were reviewed from the previous meeting. Motion was made by Zipperer, seconded by Kohlbeck to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Entertainment Ideas***

Albert reported on communication with GL Berg and other entertainment sources noting that most entertainment is secured and would know more on availability in January. Discussion.

**B. *Contracts:***

**1. *Miss Wisconsin***

Motion was made by Albert, seconded by Zipperer to recommend approval to the board the securing Miss Wisconsin with same date and time as 2025. Motion carried unanimously.

**2. *Horse Pull – Start Time-Contract***

Motion was made by Plate, seconded by Pawlowski to recommend approval to the board the Horse Pull contract for Thursday at 2:30pm. Motion carried unanimously.

**3. *Tractor Pull***

Motion was made by Zipperer, seconded by Lentz to recommend approval to the board the Tractor Pull contract for Friday at 7pm. Motion carried unanimously.

**4. *Sea Lions***

Motion was made by Zipperer, seconded by Loritz to recommend approval to the board the Sea Lions contract. Motion carried unanimously.

**5. *Fireworks***

Motion was made by Plate, seconded by Albert to recommend approval to the board the Fireworks contract not to exceed \$11,500. Motion carried unanimously.

**6. *Polka Music***

Motion was made by Albert, seconded by Strouf to recommend approval to the board Polka music contract. Motion carried unanimously.

**7. *Expiring Contracts***

**a. *Demo Derby***

Voss provided a report on the Demo Derby contract expiration with 2026 being the last year. Consensus to reach out pertaining for a 2-year agreement for review.

**C. *Event Working Group Updates***

- 1. Celebrity Cream Puff Eating Contest** – no report.
- 2. Grandstand Shows** – no report.
- 3. Outdoor Layout** – no report.
- 4. Parade-Fireworks – Location** – no report
- 5. Teeny Weeny Donut Contest** – discussion on name change and sending to marketing and advertising.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Zipperer, seconded by Kohlbeck to adjourn at 6:43pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**MEETING NOTICE**

DATE: November 5, 2025  
TIME: 6:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Jr Fair-Open Class Rules & Regulations Update
  - B. Ice Center Operations
  - C. Contests and Exhibits Working Group Updates:
    - a. AG Adventureland Tent
    - b. Breakfast on the Farm
    - c. Brew Competition
    - d. Dairy Cattle (Ice Center) Show Ring
    - e. Exhibition Building
    - f. King Arthur Baking Contest
    - g. Market Animal Committee
    - h. Parking
    - i. Youth Art Show
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: October 28, 2025

Matthew Pawlowski, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, November 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, S. Binversie, T. Dvorak, K. Kohlmann, M. Lentz, N. Newberg, D. Pollen, S. Schuette, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, R. Zipperer, R. Kohlbeck, C. Schleis, M. Hoffman, S. Pinkerton

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Newberg, seconded by Lentz to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2026 Fair:**

**A. *Jr Fair-Open Class Rules & Regulations Update***

Motion was made by Binversie, seconded by Lentz to recommend approval to the board the Junior Fair and Open Class Rules and Regulations changes. Motion carried unanimously.

**B. *Ice Center Operations***

Pawlowski reported that ice is in.

**C. *Contests and Exhibits Working Group Updates***

- AG Adventureland – need to schedule a meeting.
- Breakfast on the Farm – no report.
- Brew Competition – need to schedule a meeting.
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – no report.
- King Arthur Contest – no report.
- Market Animal Committee – reworking the MAC book.
- Parking – radios tested.
- Youth Art Show – increasing to second through fourth grade.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Schuette, seconded by Newberg to adjourn at 6:56pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

DATE: Wednesday, December 3, 2025  
TIME: 7:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. Indoor-Outdoor Vendor Fees
  - B. OPERATIONS SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update; Jr. Fair and Open Class Rules and Regulations; Parking
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update; AG Adventureland; Grandstand-Outdoor Entertainment; Woman's Day
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Teeny Weeny Donut Contest – Event Name Change; Fairest of the Fair; Social Media
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Subcommittees and Working Groups
  - B. Contests and Liaison Updates
  - C. WI Association of Fairs
    1. Centerpiece
    2. Fairest of the Fair Auction Item
    3. Silent Auction
  - D. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Appointments of New Board Members
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: November 25, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, December 3, 2025

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

**Present:** J. Hawig, T. Dvorak, PJ Albert, K. Behnke, S. Binversie, R. Kohlbeck, K. Kohlmann, N. Newberg, B. Palzewicz, M. Pawlowski, S. Pinkerton, M. Plate, C. Schleis S. Schuette, P. Strouf, R. Zipperer

**Absent & Excused:** M. Hoffman, M. Lentz, T. Loritz, D. Pollen, R. Voss

**County Board  
Supervisors  
Present:**

**Others Present:** J. Shelton, C. Breit, A. Mueller, B. Ullman

### 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 Kohlbeck 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. *Indoor-Outdoor Vendor Fees*

Motion was made by Plate, seconded by Pawlowski to approve that all vendors will receive no Merchants Gate Passes and can purchase up to two Merchants Gate passes per vendor. Motion carried unanimously.

Motion was made by Plate, seconded by Pawlowski to approve that all vendors will receive two season passes per vendor. Motion carried unanimously.

Motion was made by Plate, seconded by Pawlowski to approve that all fair campers will receive no Merchants Gate Passes and can purchase up to two Merchants Gate passes. Motion carried unanimously.

Plate reported on the Public Comment made by Randy Binversie regarding the financial discrepancy noting that this will be forwarded to the Finance Director.

#### B. Operations Subcommittee

##### 1. *No Committee Meeting; Committee Update; Jr. Fair-Open Class Rules & Regulations Parking*

Dvorak gave a brief report on the department rules and regulations.

#### C. Entertainment/Vendors Subcommittee:

##### 1. *No Committee Meeting; Committee Update; AG Adventureland; Grandstand-Outdoor Entertainment; Woman's Day*

Schuette reported that AG Adventureland has a meeting scheduled for February 2 at 5pm.

#### D. Marketing & Advertising Subcommittee

##### 1. *Teeny Weeny Donut Contest – Event Name Change; Fairest of the Fair; Social Media*

Motion was made by Schuette, seconded by Zipperer to change the event name to Mini Donut Derby. Motion carried. Binversie voted no.

## **Review, Discussion and Possible Action on Fair Matters**

### **A. Subcommittee and Working Groups**

Hawig reported on the Subcommittee and Working Groups form that will be emailed and to be completed by board members.

### **B. Contests and Liaisons**

Hawig reported that this is a subject line to remain on the agenda to have monthly reports.

### **C. WI Association of Fairs**

#### **1. Centerpiece**

Palzewicz brought in the centerpiece for the convention.

#### **2. Fairest of the Fair Auction Item**

Reminder to submit a description of auction items to Newberg by December 27 and bring items to January meeting.

#### **3. Silent Auction**

Reminder to bring any silent auction items to January meeting.

### **D. Fair Update**

Staff provided a brief report. Dvorak reported on the Market Animal Committee Fundraising efforts for a new wash rack on the north east side of the Multi-Purpose Building.

## **Comptroller's Financial Report – Review; Capital Projects Update**

Breit reported briefly on the financials and a full report will be done in January.

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

### **A. Appointments of New Board Members**

Motion was made by Dvorak, seconded by Zipperer to recommend to the Public Works Committee the appointment of Amanda Mueller and Benjamin Ullman. Motion carried unanimously.

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

Staff provided a brief report.

## **Adjournment**

Motion was made by Palzewicz, seconded by Pawlowski to adjourn at 7:35pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, December 3, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, P. Strouf, K. Behnke

**Absent & Excused:** D. Pollen

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, S. Pinkerton, S. Binversie, E. Mueller, B. Ullman, R. Zipperer

**Others Present:** J. Shelton, C. Breit, Randy Binversie

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Kohlbeck to approve the minutes. Motion carried unanimously.

**Public Comment** Randy Binversie, Noon Rotary, was present to report on discrepancies found with the ticket taking financial report and gate tickets.

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Indoor-Outdoor Vendor Fees***

Motion was made by Albert, seconded by Strouf to recommend approval to the board all vendors (indoor, outdoor, and AG vendors) do not receive any Merchants Gate Parking Passes and can purchase up to two per vendor. Motion carried unanimously.

Motion was made by Albert, seconded by Kohlbeck to recommend approval to the board all vendors (indoor, outdoor, and AG vendors) receive two season passes per vendor. Motion carried unanimously.

Motion was made by Strouf, seconded by Kohlbeck to recommend approval to the board that fair campers will not receive any free Merchants Gate Parking Passes and can purchase up to two Merchants Gate Parking passes. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Palzewicz, seconded by Albert to adjourn at 6:43pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, December 3, 2025

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

**Present:** S. Schuette, K. Behnke, S. Binversie, R. Kohlbeck, N. Newberg, R. Zipperer

**Absent-Excused:** T. Loritz, R. Voss

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, C. Schleis, M. Pawlowski, M. Plate, P. Strouf, S. Pinkerton, A. Mueller, B. Ullman, P. Albert

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Binversie, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2026 Fair:**

**A. *Teeny Weeny Donut Contest – Event Name Change***

Motion was made by Behnke, seconded by Newberg to recommend approval to the board the event name change to Mini Donut Derby. Motion Carried. Binversie voted no.

**B. *Fairest of the Fair***

Newberg reported on Fairest of the Fair attending convention, auction item, parades.

**C. *Social Media***

Schuette reported on social media for December.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Newberg, seconded by Kohlbeck to adjourn at 6:57pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

DATE: Wednesday, January 15, 2025  
TIME: 6:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Pricing Structure
5. Fairest of the Fair Scholarship Amount-Clothing Allowance
6. Budget
  - a. Parking Signs
  - b. Advertising-Media
  - c. Entertainment
7. Board Member Camping
8. Woman's Day Request
9. Adjourn

Date: January 7, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, January 15, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Palzewicz to approve the minutes. Motion carried unanimously.

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

**Election of Officers**

PJ Albert was nominated by Paige Strouf as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Strouf, seconded by Pollen, that nominations be closed and unanimous ballot be cast for Albert as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. Pricing Structure**

Motion was made by Dvorak, seconded by Albert to recommend approval to increase the following: Jr. Fair Exhibitor ticket to \$5; Open Class Exhibitor Per Entry Fee to \$.20; Online Processing Fee to \$2; Gatekeepers Payment per ticket to \$.15; and Indoor Vendor Rate to \$300. Motion carried unanimously.

Motion was made by Dvorak, seconded by Kohlbeck to recommend approval to increase the Animal Judges Rates and will be listed in the packet according to species for final approval. Motion carried unanimously.

Motion was made by Dvorak, seconded by Kohlbeck to recommend approval to increase the Exhibition Building Judges Rates and will be listed in the packet according to department for final approval. Motion carried unanimously.

Motion was made by Dvorak, seconded by Kohlbeck to increase the Animal and Exhibition Building Superintendent and Assistant Superintendent Rates and will be listed in the packet according to department for final approval. Motion carried unanimously.

**B. Fairest of the Fair Scholarship Amount – Clothing Allowance**

Motion was made by Albert, seconded by Palzewicz to recommend approval to the board a \$500 clothing allowance to be added to the 2026 Fairest of the Fair program. Motion carried unanimously.

**C. Budget**

**a. Parking Signs**

Motion was made by Albert, seconded by Kohlbeck recommend approval to the board to allow the \$1,000 budget to be used for parking signs. Motion carried unanimously.

**b. Advertising-Media**

Tabled.

**c. Entertainment**

Tabled.

**D. Board Member Camping**

Motion was made by Albert, seconded by Strouf to recommend approval to the board to retain two spots for camping to include refunding of one board member fee for 2025 and all board members to confirm camping by June 1. Motion carried unanimously.

**E. Woman's Day Request**

Motion was made by Palzewicz, seconded by Pollen to recommend approval to the board the Woman's Day budget of \$500. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Kohlbeck, seconded by Albert to adjourn at 8:07pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Entertainment and Vendor Sub-Committee**  
**MEETING NOTICE**

DATE: February 5, 2025  
TIME: 5:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. R. Braun Inc Request – Chainsaw Carver
  - B. Larry's Distributing – Clydesdales
  - C. Approval of Contracts:
    1. Bulitz Carriage Rides – Petting Zoo
    2. N.E.W. Motorsports – Modified Truck & Tractor Pull
    3. Schnell Bros – Tractor Pull
    4. Hollywood Motorsports – Demo Derby
    5. Fireworks
    6. Horse Pullers
    7. Norm Bertschy – Polka Music
    8. Casady's Critters
  - D. Event Working Group Updates
    1. Celebrity Cream Puff Eating Contest
    2. Grandstand Shows
    3. Outdoor Layout
    4. Parade-Fireworks
    5. Teeny Weeny Donut Contest
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: January 28, 2025

Rob Voss, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
ENTERTAINMENT AND VENDORS SUBCOMMITTEE**

Held Wednesday, February 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** R. Voss, PJ Albert, R. Kohlbeck, K. Kohlmann, M. Lentz, T. Loritz, B. Palzewicz, M. Pawlowski, M. Plate, P. Strouf, J. Zipperer, R. Zipperer

**Absent & Excused:**  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, K. Behnke, S. Schuette, D. Pollen, S. Binversie, A. Schneider, K. Winkel

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 5:15pm

**Minutes** Minutes were reviewed from the previous meeting. Motion was made by Plate, seconded by R. Zipperer to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Election of Officers**

Russ Zipperer was nominated by J. Zipperer as Subcommittee Vice Chair. After three calls for other nominations a motion was made by J. Zipperer, seconded by Plate, that nominations be closed and unanimous ballot be cast for R. Zipperer as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. *R. Braun Inc Request – Chainsaw Carver***

Hawig reported on the request from R. Braun Inc to host a Chainsaw Carver. Motion was made by Plate, seconded by R. Zipperer to recommend approval to the board to accept the R. Braun request to host a Chainsaw Carver with additional space at no additional charge and to have this included in the sponsorship agreement. Motion carried. Voss abstained.

**B. *Larry's Distributing – Clydesdales***

Motion was made by R. Zipperer, seconded by Strouf to recommend approval to the board to host the Clydesdales at this year's fair. Motion carried unanimously.

**C. *Approval of Contracts:***

**1. *Bulitz Carriage Rides – Petting Zoo***

Motion was made by Plate, seconded by Strouf to recommend approval to the board for the Bulitz Carriage Rides – Petting Zoo contract. Motion carried unanimously.

**2. *N.E.W. Motorsports – Modified Truck & Tractor Pull***

Motion was made by Albert, seconded by R. Zipperer to recommend approval to the board for the N.E.W. Motorsports – Modified Truck & Tractor Pull contract. Motion carried unanimously.

**3. *Schnell Bros – Tractor Pull***

Motion was made by Plate, seconded by R. Zipperer to recommend approval to the board for the Schnell Bros – Tractor Pull contract. Motion carried unanimously.

**4. *Hollywood Motorsports – Demo Derby***

Motion was made by Lentz, seconded by Strouf to recommend approval to the board for the Hollywood Motorsports – Demo Derby contract. Motion carried unanimously.

**5. *Fireworks***

Motion was made by R. Zipperer, seconded by Albert to recommend approval to the board for the Fireworks contract. Motion carried unanimously.

**6. *Horse Pullers***

Motion was made by Plate, seconded by Lentz to recommend approval to the board for the Horse Pullers contract. Motion carried unanimously.

**7. *Norm Bertschy – Polka Music.***

Motion was made by Lentz, seconded by Albert to recommend approval to the board for the Norm Bertschy – Polka Music contract. Motion carried unanimously.

**8. *Casady's Critters Contract***

Motion was made by R. Zipperer, seconded by J. Zipperer to recommend approval to the board for the Casady's Critters contract. Motion carried unanimously.

***D. Event Working Group Updates***

- 1. *Celebrity Cream Puff Eating Contest*** – no report.
- 2. *Grandstand Shows*** – no report.
- 3. *Outdoor Layout*** – no report.
- 4. *Parade-Fireworks – Location*** – no report
- 5. *Teeny Weeny Donut Contest*** – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Plate, seconded by R. Zipperer to adjourn at 5:42pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: February 5, 2025  
TIME: 5:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Advertising-Media Budget
  - B. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: January 28, 2025

Justin Zipperer, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, February 5, 2025

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

**Present:** J. Zipperer, S. Schuette, K. Behnke, S. Binversie, R. Kohlbeck, T. Loritz, N. Newberg, A. Schneider, R. Voss, K. Winkel, R. Zipperer

**Absent & Excused:**  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, D. Pollen, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, K. Kohlmann, P. Strouf

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 5:45pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Binversie, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Election of Officers**

Savanna Schuette was nominated by T. Loritz as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Voss, that nominations be closed and unanimous ballot be cast for S. Schuette as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Advertising-Media Budget**

J. Zipperer presented the Advertising-Media Budget. Motion was made by Newberg, seconded by Voss to recommend approval to the Finance Subcommittee the increase in the Advertising-Media Budget to a total of \$28,000. Motion carried unanimously.

**B. Working Group Updates**

- a. Fairest of the Fair** – report provided on the fairest of the fair at convention noting that Mykayla Bell did a great job.
- b. Social Media-Marketing – Schedule** – working on media posts.
- c. Woman's Day Event** – working on documents for 2025.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by R. Zipperer, seconded by Voss to adjourn at 5:58pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**MEETING NOTICE**

DATE: February 5, 2025  
TIME: 6:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Horse Rules and Regulations
  - B. Manitowoc County 4-H Silent Auction Request
  - C. Special Olympics Date and Route
  - D. Code of Conduct
  - E. Load Out – Exhibition Building
  - F. Ice Center Operations
  - G. Contests and Exhibits Working Group Updates:
    - a. AG Adventureland Tent
    - b. Brew Competition
    - c. Dairy Cattle (Ice Center) Show Ring
    - d. Exhibition Building
    - e. King Arthur Baking Contest
    - f. Market Animal Committee
    - g. Parking
      1. Parking-Building Hours
      2. Solar Panel Stop Signs
      3. Release and Load-Unload Location
    - h. Youth Art Show
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: January 28, 2025

Matthew Pawlowski, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, February 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, K. Behnke, S. Binversie, T. Dvorak, K. Kohlmann, M. Lentz, N. Newberg, D. Pollen, S. Schuette, A. Schneider, P. Strouf, K. Winkel

**Absent & Excused:**

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, J. Zipperer, R. Zipperer, T. Loritz, R. Kohlbeck

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Schuette, seconded by Palzewicz to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Election of Officers**

Barb Palzewicz was nominated by P. Strouf as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Strouf, that nominations be closed and unanimous ballot be cast for B. Palzewicz as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. *Horse Rules and Regulations***

Motion was made by Schuette, seconded by Kohlmann to recommend approval to the board to the Horse Rules and Regulations with some modifications. Motion carried unanimously.

**B. *Manitowoc County 4-H Silent Auction Request***

Motion was made by Behnke, seconded by Schuette to recommend approval to the board the Manitowoc County 4-H Silent Auction. Motion carried unanimously.

**C. *Special Olympics Date and Route***

Motion was made by Behnke, seconded by Dvorak to recommend approval to the board the Special Olympics Race to be held on Wednesday at 6pm. Motion carried unanimously.

**D. *Code of Conduct***

Motion was made by Behnke, seconded by Lentz to recommend approval to the board the Code of Conduct with some minor revisions. Motion carried unanimously.

**E. *Load Out – Exhibition Building***

Dvorak to email the Load Out language to the rules and regulations.

**F. *Ice Center Operations***

Pollen reported on the Dehumidifier quote that the groups are still working on.

**G. Contests and Exhibits Working Group Updates**

- AG Adventureland – report given on the educational activities that will be in the tent.
- Brew Competition – meeting held in December and website up and running.
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – no report.
- King Arthur Contest – recipes have been submitted to staff.
- Market Animal Committee – portal is not working well for the committee.
- Parking Layout – meeting to be scheduled. With all items to be reviewed including the building hours; solar panel stop signs and release and load-unload location.
- Youth Art Show – documents have been mailed out. Discussion included opening up the youth art show to other grade levels.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Hawig, seconded by Strouf to adjourn at 6:06pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



# MANITOWOC COUNTY

## EXPO and ICE CENTER BOARD

### MEETING NOTICE

DATE: Wednesday, February 5, 2025

TIME: 7:00 p.m.

PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action 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
  - 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
  - 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
  - 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
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Nate Farms – Manure
  - B. 2026 Proposed Budget
  - C. Beer and Soda Vendor Meeting – Hosting Future Meetings
  - D. Subcommittee and Working Group Assignments
  - E. Mentor Program
  - F. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. WI Association of Fairs Conference Update
  - B. Expo or Professional Attire – Fairest of the Fair Picture
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: January 28, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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## 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

**DATE:** Wednesday, March 5, 2025  
**TIME:** 6:15 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. 2026 Proposed Budget
4. Advertising-Media Budget
5. 2025 Fairest of the Fair Clothing Allowance
6. Light Tower Budget
7. Adjourn

Date: February 25, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, March 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, K. Behnke T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:**

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, J. Zipperer, N. Newberg

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Pollen to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. *2026 Proposed Budget***

Motion was made by Albert, seconded by Kohlbeck to recommend approval to the board the 2026 Proposed Budget. Motion carried unanimously.

**B. *Advertising-Media Budget***

Motion was made by Behnke, seconded by Strouf to recommend approval to the board the 2025 Advertising-Media Budget of \$28,000. Motion carried unanimously.

**C. *2025 Fairest of the Fair Clothing Allowance***

Motion was made by Behnke, seconded by Albert to recommend approval to the board a \$500 clothing allowance for the 2025 Fairest of the Fair program. Motion carried unanimously.

**D. *Light Tower Budget***

Motion was made by Albert, seconded by Strouf to recommend approval to the board for the rental of a Light Tower at \$350 for the week of fair. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Albert, seconded by Kohlbeck to adjourn at 6:47pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, March 5, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. 2026 Proposed Budget; Advertising-Media Budget; 2025 Fairest of the Fair Clothing Allowance; Light Tower Budget
  - B. OPERATIONS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting 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-Building Hours, Solar Panel Stop Signs, Release and Load-Unload Location; Youth Art Show
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Meeting Update; Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. IAFE Economic Impact Survey
  - B. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update; Asphalt Project
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. District 4 Meeting – April 1 – Fond du Lac
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: February 25, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, March 5, 2025

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

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

**Absent & Excused:** S. Binversie, K. Kohlmann, T. Loritz, R. Voss, K. Winkel,

**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 Albert, seconded by R. Zipperer 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. 2026 Proposed Budget; Advertising-Media Budget; 2025 Fairest of the Fair Clothing Allowance; Light Tower Budget**

Albert reported on the following:

- 2026 Proposed Budget – recommend approval of the 2026 Proposed Budget as presented. Motion carried unanimously.
- Advertising-Media Budget – recommend approval to increase the advertising budget to a total of \$28,000 for 2025.
- 2025 Fairest of the Fair Scholarship Clothing Allowance – recommend approval to include a \$500 clothing allowance starting in 2025.
- Light Tower – recommend approval of a \$350 Light Tower rental.

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

#### B. Operations Subcommittee

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

- Brief updates were provided regarding the working groups.
- Parking – reported that the release and load-unload is the same, working on the solar panel stop signs and considering the regular Merchants Gate passes with information on both sides of the permit.

#### 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**

No report.

**D. Marketing & Advertising Subcommittee**

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

J. Zipperer reported on the following:

- Advertising-Media – budget is now \$28,000.
- Social Media – posts will be coming soon.
- Fairest of the Fair – working on calendar.

**Review, Discussion and Possible Action on Fair Matters**

**A. *IAFE Economic Impact Survey***

Dvorak reported on the IAFE Economic Impact Survey and the potential participation from the county fair at a cost of \$1,500 with a potential grant of \$1,000, total cost of \$500. Discussion.

**B. *Fair Update***

Staff provided a brief report including department rules and regulations are now posted and asked that board members review and submit any changes or corrections.

**Comptroller's Financial Report – Review; Capital Projects Update; Asphalt Project**

Breit reported on the Financial Report and Capital projects provided in the board packet.

Staff presented the Asphalt projects to be reviewed and approved by the board. Board will review potential options at the next meeting.

Motion was made by Behnke, seconded by R. Zipperer to approve additional sleeves in the Multi-Purpose building. Motion carried unanimously.

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

**A. *District 4 Meeting – April 1 – Fond du Lac***

Attendees include Dvorak, Newberg, Binversie.

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

Staff reported on upcoming events.

**Adjournment**

Motion was made by J. Zipperer, seconded by Pawlowski to adjourn at 7:38pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: April 2, 2025  
TIME: 6:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Advertising-Media Budget
  - B. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: March 25, 2025

Justin Zipperer, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, April 2, 2025

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

**Present:** J. Zipperer, S. Schuette, S. Binversie, R. Kohlbeck, T. Loritz, N. Newberg,  
R. Voss, K. Winkel, R. Zipperer

**Absent & Excused:** A. Schneider, K. Behnke,  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, P.  
Strouf

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by R. Binversie, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Advertising-Media Budget**

J. Zipperer reported on the Advertising-Media Budget included in the subcommittee packet. Subcommittee review and allocated funds.

**B. Working Group Updates**

**a. Fairest of the Fair** – no report.

**b. Social Media-Marketing** – meeting scheduled for April 3 at 6pm.

**c. Woman's Day Event** – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Voss, seconded by R. Zipperer to adjourn at 6:31pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**MEETING NOTICE**

DATE: April 2, 2025  
TIME: 6:30 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Ice Center Operations
  - B. Contests and Exhibits Working Group Updates:
    - a. AG Adventureland Tent
    - b. Brew Competition
    - c. Dairy Cattle (Ice Center) Show Ring
    - d. Exhibition Building
    - e. King Arthur Baking Contest
    - f. Market Animal Committee
    - g. Parking
      1. Solar Panel Stop Signs
      2. Merchants Gate Parking Permit
    - h. Youth Art Show
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: March 25, 2025

Matthew Pawlowski, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, April 2, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, S. Binversie, K. Kohlmann, M. Lentz, N. Newberg,  
S. Schuette, P. Strouf, K. Winkel

**Absent & Excused:** K. Behnke, T. Dvorak, D. Pollen, A. Schneider,  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, J. Zipperer, R. Zipperer, T. Loritz, R.  
Kohlbeck

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:32pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Newberg,  
seconded by Strouf to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Ice Center Operations**

Pawlowski reported that the season is complete and ice is out.

**B. Contests and Exhibits Working Group Updates**

- AG Adventureland – banner has been approved. Next meeting is April 14 at 6pm. Looking for Sandbox toys.
- Breakfast on the Farm – no report.
- Brew Competition – no report
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – Meeting scheduled for April 21.
- King Arthur Contest – no report.
- Market Animal Committee – no report.
- Parking Layout
  - Solar Panel Stop Signs – reviewing and will discuss at Law Enforcement meeting.
  - Merchants Gate Parking Permit – motion was made by Lentz, seconded by Palzewicz to recommend approval to the board to keep the front the same and add wording on the back along with a sticker. Motion carried unanimously.
- Youth Art Show – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Hawig, seconded by Strouf to adjourn at 6:44pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO and ICE CENTER BOARD**  
**AMENDED MEETING NOTICE**

DATE: Wednesday, April 2, 2025  
TIME: 7:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update
  - B. OPERATIONS SUBCOMMITTEE:
    1. 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-Solar Panel Stop Signs-Merchants Gate Parking Permit; Youth Art Show
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Meeting Update; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. American Legion Booth Request
  - B. Winter Miracle Splash – Golf Cart Use Request
  - C. **Music Pavilion Request**
  - D. Superintendent-Assistant Superintendent Recruitment
  - E. 2025-2026 4-H Updates
  - F. Exhibition Building Concession Stand
  - G. Outdoor Vendor Layout Review Date
  - H. County Fair Preparation Meeting (Law Enforcement) – April 15 – noon
  - I. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update; Asphalt Project
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. IAFE Impact Survey
  - B. District 4 Meeting Update
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: March 25, 2025

**Amended March 28, 2025**

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

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# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, April 2, 2025

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

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

**Absent & Excused:** K. Behnke, T. Dvorak, D. Pollen, A. Schneider

**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 Newberg 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; Meeting Update***  
No report.

### B. Operations Subcommittee

1. ***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-Solar Panel Stop Signs, Merchants Gate Parking Permit; Youth Art Show***  
Motion was made by Pawlowski, seconded by Plate to keep the same information on the front side of the Merchants Gate Parking Permit and adding verbiage on the back. Motion carried unanimously.

### 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***  
No report.

### D. Marketing & Advertising Subcommittee

1. ***Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event***  
J. Zipperer reported on the following:
  - Advertising-Media – allocated funds to advertising based on the approved \$28,000 budget.
  - Woman's Day – meeting scheduled for April 15 at 6pm.

## Review, Discussion and Possible Action on Fair Matters

### A. ***American Legion Booth Request***

Motion was made by J. Zipperer, seconded by Voss to approve the American Legion Booth request included in the board packet. Motion carried unanimously.

### B. ***Winter Miracle Splash – Golf Cart Use Request***

Motion was made by R. Zipperer, seconded by J. Zipperer to allow use of the golf cart for the grandstand and horse pull events. Motion carried unanimously.

**C. Music Pavilion Request**

Send to Entertainment and Vendor Subcommittee.

**D. Superintendent-Assistant Superintendent Recruitment**

No report.

**E. 2025-2026 4-H Updates**

No report.

**F. Exhibition Building Concession Stand**

Palzewicz reported on a potential vendor for the Exhibition Building Concession Stand and working on the logistics.

**G. Outdoor Vendor Review Date**

Meeting scheduled for May 21 at 6pm.

**H. County Fair Preparation Meeting (Law Enforcement) – April 15 – noon**

Meeting scheduled for April 15 at noon.

**I. Fair Update**

No report.

**Comptroller's Financial Report – Review; Capital Projects Update; Asphalt Project**

Breit reported on the Financial Report and Capital projects provided in the board packet.

Motion was made by R. Zipperer, seconded by Voss to approve the asphalt projects. Motion carried unanimously.

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

**A. IAFE Economic Impact Survey**

Motion was made by Binversie, seconded by Pawlowski to approve the IAFE Survey at a cost of \$1,500 with a refund of \$1,000 once completed. Motion carried unanimously.

**A. District 4 Meeting Update**

Binversie reported on the District 4 meeting noting some disappointment in the speaker as well as the leaders of the meeting utilizing computers openly during the presentation.

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

Staff reported on upcoming events.

**Adjournment**

Motion was made by Newberg, seconded by R. Zipperer to adjourn at 7:47pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

**DATE:** Wednesday, May 7, 2025  
**TIME:** 6:30 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Milk Parlor Upgrade
4. Crowd Control Barriers
5. Adjourn

Date: April 29, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, May 7, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, J. Zipperer, M. Lentz, S. Schuette, R. Voss, K. Kohlmann, A. Schneider

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:30pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Pollen to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. *Milk Parlor Upgrade***

Motion was made by Kohlbeck, seconded by Albert to recommend approval to the board the LDS Quote with no variable speed and to include three phase electrical. Motion carried unanimously.

**B. *Crowd Control Barriers***

Motion was made by Albert, seconded by Kohlbeck to recommend approval to the board up to 20 Crowd Control Barriers. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Albert, seconded by Kohlbeck to adjourn at 6:44pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**MEETING NOTICE**

DATE: May 7, 2025  
TIME: 6:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Merchants Gate Passes – Separated Families
  - B. Ice Center Operations
  - C. Contests and Exhibits Working Group Updates:
    - a. AG Adventureland Tent
    - b. Breakfast on the Farm
    - c. Brew Competition
    - d. Dairy Cattle (Ice Center) Show Ring
    - e. Exhibition Building
    - f. King Arthur Baking Contest
    - g. Market Animal Committee
    - h. Parking
      1. Solar Panel Stop Signs
    - i. Youth Art Show
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: April 29, 2025

Matthew Pawlowski, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, May 7, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, T. Dvorak, K. Kohlmann, M. Lentz, N. Newberg, D. Pollen, A. Schneider, S. Schuette, P. Strouf

**Absent & Excused:** K. Behnke, S. Binversie, K. Winkel

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, J. Zipperer, R. Kohlbeck

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Schuette, seconded by Palzewicz to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. *Merchants Gate Passes – Separated Families***

Discussion included getting data at the 2025 fair and discussing at a future board meeting.

**B. *Ice Center Operations***

Pawlowski reported that ice is out. Pollen reported that there is no firm date on the dehumidifier and the User Groups are requesting a liaison.

**C. *Contests and Exhibits Working Group Updates***

- AG Adventureland – Next meet
- Breakfast on the Farm – no report.
- Brew Competition – Software updated and poster being completed.
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – Met a few weeks ago and working on schedule.
- King Arthur Contest – no report.
- Market Animal Committee – numbers are in and some departments up and others slightly down.
- Parking Layout
  - Add sticker to the Merchants Gate Permits.
  - Hold off on bollards for this year.
- Youth Art Show – Reedsville has confirmed.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Hawig, seconded by Strouf to adjourn at 7:01pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, May 7, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. Milk Parlor Upgrade; Crowd Control Barriers
  - B. OPERATIONS SUBCOMMITTEE:
    1. Merchants Gate Passes – Separated Families; 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-Solar Panel Stop Signs; Youth Art Show
  - 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
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Music Pavilion Request
  - B. Exhibition Building Concession Stand
  - C. Outdoor Vendor Layout – May 21
  - D. County Fair Preparation Meeting (Law Enforcement) Update
  - E. Billboard Judges
  - F. Board Member Fair Camping
  - G. Liaison Sign Up
  - H. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. 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
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: April 29, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, May 7, 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, J. Zipperer

**Absent & Excused:** K. Behnke, S. Binversie, T. Loritz, K. Winkel, R. Zipperer

**County Board  
Supervisors  
Present:**

**Others Present:** Ross Zimmerman, Susan Franz, J. Shelton, C. Breit

## Pledge of Allegiance

**Called to Order** Meeting called to order – 7:02pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by J. Zipperer, seconded by Albert 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. *Milk Parlor Upgrade; Crowd Control Barriers*

Mike reported on the following:

- Milk Parlor Upgrade – recommend LDS Quote for approval.
  - Crowd Control Barriers – recommend the purchase of up to 20 Crowd Control Barriers.
- Motion was made by Plate, seconded by Pawlowski to approve the committee report and recommendations. Motion carried unanimously.

### B. Operations Subcommittee

#### 1. *Merchants Gate Passes – Separated Families; 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-Solar Panel Stop Signs, Merchants Gate Parking Permit; Youth Art Show*

Pawlowski reported on the Merchants Gate Passes and the need to collect data at this year's fair. No other 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 that the Outdoor Vendor Layout meeting is scheduled for May 21 at 6pm.

### D. Marketing & Advertising Subcommittee

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

J. Zipperer reported that the Fairest of the Fair working group met and working on updating guidelines and Metricool Social Media is up and running. Pawlowski reported that Community First Credit Union will once again be the Woman's Day sponsor and have three speakers for the event.

## Review, Discussion and Possible Action on Fair Matters

### A. *Music Pavilion Request*

Ross Zimmerman and Susan Franz from Newton Sno-Sports were present to reported on issues with worker passes and access for entertainment to the fairgrounds. Discussion.

**B. *Exhibition Building Concession Stand***

Dvorak reported on staff's meeting with Our Legacy. Discussion included the cost to rent the Concession Stand for the week of fair. Motion was made by Pawlowski, seconded by Palzewicz to charge the vendor \$126 per day or \$855 for the week. Motion carried unanimously.

**C. *Outdoor Vendor Layout – May 21***

Reminder for the working group.

**D. *County Fair Preparation Meeting (Law Enforcement) Update***

Pawlowski reported on the County fair Preparation Meeting with Law Enforcement and City Representatives to discuss Emergency Services, Police presence, LED Stop Signs, Concerns with Crawford Blvd Drop Off area and other items for the fair.

**E. *Billboard Judges***

No report.

**F. *Board Member Fair Camping***

Hawig reminded board members to sign up for fair camping.

**G. *Liaison Sign Up***

Hawig reported that WOMT Be My Guest scheduled for May 30 at 9:30am. Dvorak and Voss will be in attendance.

**H. *Fair Update***

No 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. *Breakfast on the Farm – June 8 – Twin Elm Family Farm LLC – 9429 HWY 151, Manitowoc***

Volunteer sign up distributed.

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

Staff reported on upcoming events.

**Adjournment**

Motion was made by Newberg, seconded by J. Zipperer to adjourn at 8:08pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**Entertainment & Vendor Sub-Committee**  
**(JOINT MEETING)**  
**MEETING NOTICE**

DATE: June 4, 2025  
TIME: 6:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Music Pavilion Request

Date: May 27, 2025      Matthew Pawlowski, OPERATIONS SUB-COMMITTEE CHAIRPERSON  
Rob Voss, ENTERTAINMENT & VENDOR SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE and ENTERTAINMENT & VENDOR SUBCOMMITTEE  
JOINT MEETING**

Held Wednesday, June 4, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, K. Behnke, S. Binversie, T. Dvorak, K. Kohlmann,  
M. Lentz, N. Newberg, D. Pollen, S. Schuette, P. Strouf, K. Winkel

R. Voss, PJ Albert, R. Kohlbeck, T. Loritz, M. Plate

**Absent & Excused:** R. Zipperer, A. Schneider

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Pollen, seconded by Strouf to approve the Operations Subcommittee meeting minutes. Motion carried unanimously.

Minutes were reviewed from the previous meeting. Motion was made by Albert, seconded by Kohlbeck to approve the Entertainment & Vendor Subcommittee meeting minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

***A. Music Pavilion Request***

Pawlowski reporting on the Parking Working group discussion. Subcommittee decision to keep the worker passes process the same as in previous years with no changes.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Behnke, seconded by Kohlmann to adjourn at 6:25pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, June 4, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. JOINT OPERATIONS & ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. Music Pavilion Request
  - B. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update
  - C. 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
  - D. 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
  - E. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Outdoor Vendor Layout Update
  - B. Billboard Judges
  - C. Board Member Fair Camping
  - D. Liaison Sign Up; Work Orders
  - E. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Fairest of the Fair Proclamation
  - B. Breakfast on the Farm – June 8 – Twin Elm Family Farm LLC – 9429 HWY 151, Manitowoc
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: May 27, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

## 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: July 2, 2025  
TIME: 6:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Election of Officers
4. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
5. Other Fair Projects and Issues Update – No Action
6. Adjourn

Date: June 24, 2025

Savanna Schuette, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, July 2, 2025

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

**Present:** S. Schuette, K. Behnke, S. Binversie, T. Loritz, N. Newberg, R. Voss, K. Winkel

**Absent-Excused:** A. Schneider, R. Zipperer, R. Kohlbeck  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, D. Pollen, M. Plate, B. Palzewicz, PJ Albert, M. Lentz, M. Pawlowski, P. Strouf

**Others Present:** J. Shelton

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Voss, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Election of Officers**

Tamma Loritz was nominated by Behnke as Subcommittee Vice Chair. After three calls for other nominations a motion was made by Behnke, seconded by Binversie, that nominations be closed and unanimous ballot be cast for Loritz as Subcommittee Vice Chair. Motion carried unanimously.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. Working Group Updates**

- a. **Fairest of the Fair** – working on SOPs for the fairest of the fair position.
- b. **Social Media-Marketing** – working on media posts.
- c. **Woman's Day Event** – prizes are coming in including two round trip tickets on the badger.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Newberg, seconded by Voss to adjourn at 6:53pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, July 2, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update
  - 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
  - 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
  - E. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Election of Officers; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Market Animal Committee Request – Cow Display
  - B. Billboard – Judges
  - C. Liaison Sign Up; Work Orders
  - D. Key Lock Boxes
  - E. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Breakfast on the Farm Update
  - B. WI Association of Fairs Conference – January 11-14 2026
  - C. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: June 24, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, July 2, 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, K. Behnke, S. Binversie, T. Loritz, K. Winkel

**Absent & Excused:** R. Zipperer, R. Kohlbeck, A. Schneider

**County Board  
Supervisors  
Present:**

**Others Present:** J. Shelton

**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***  
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, waiting on contract, reviewed email sent by staff.
- AG Adventureland Tent – Meeting set for July 9 at 6pm. Signup sheet on the board.
- Breakfast on the Farm – went well.
- Brew Competition – entries coming in.
- Dairy Cattle – all good.
- Exhibition Building – Cases moved and being arranged. Our Legacy doing the food concessions.
- King Arthur – no report.
- Market Animal Committee – meeting this Sunday.
- Parking – City updates with meeting next week.
- Youth Art Show – Two 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 – all set.
- Grandstand Shows – no report.
- Outdoor Layout – layout of vendors being worked on.
- Parade-Fireworks – met and working on parade lineup.
- Teeny Weeny Donut – no report.

#### **D. Marketing & Advertising Subcommittee**

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

Schuette reported on the following:

- Election of Officers – recommend Tamma Loritz for Vice Chair.
- Fairest of the Fair – doing good.
- Social Media – positive feedback on the social media posts.
- Woman's Day Event – Going well.

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

#### **Review, Discussion and Possible Action on Fair Matters**

##### **A. Market Animal Committee Request – Cow Display**

Motion was made by Albert, seconded by Strouf approving the Market Animal Committee Request – Cow Display as provided in the board packet at a cost of \$200 for the week of fair. Motion carried unanimously.

##### **B. Billboard Judges**

Pawlowski, Binversie, Winkel, and Kohlmann.

##### **C. 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.

##### **D. Key Lock Boxes**

Hawig reported on the Key Lock Boxes that will be located on all buildings with code and key for access.

##### **E. Fair Update**

No report.

#### **Comptroller's Financial Report – Review; Capital Projects Update**

Hawig reported on the option of provided a report twice a year and including the report monthly. Consensus of the board was yes.

Shelton 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 Update**

No further report.

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

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

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

Staff reported on upcoming events.

Hawig reported on the Awards & Appreciation Dinner scheduled for Wednesday, September 10 with doors opening at 5:30pm and dinner at 6pm.

#### **Adjournment**

Motion was made by Plate, seconded by Newberg to adjourn at 7:37pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

DATE: Wednesday, August 6, 2025  
TIME: 6:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. 2026 Budget Review
4. Adjourn

Date: July 29, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, August 6, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, D. Pollen, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, S. Schuette, R. Zipperer, K. Winkel, A. Schneider, N. Newberg

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Pollen, seconded by Albert to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2025 Fair:**

**A. 2026 Budget Review**

Motion was made by Albert, seconded by Strouf to recommend approval to the board 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.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Kohlbeck, seconded by Albert to adjourn at 6:26pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: August 6, 2025  
TIME: 6:30 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2025 Fair:
  - A. Photographer
  - B. WOMT Marketing Opportunity – 2026
  - C. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: July 29, 2025

Savanna Schuette, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, August 6, 2025

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

**Present:** S. Schuette, T. Loritz, N. Newberg, R. Voss, K. Winkel, A. Schneider, R. Zipperer, R. Kohlbeck

**Absent-Excused:** K. Behnke, S. Binversie  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, D. Pollen, M. Plate, B. Palzewicz, PJ Albert, M. Pawlowski, P. Strouf

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:30pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Kohlbeck, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2025 Fair:**

**A. *Photographer***

Motion was made by Zipperer, seconded by Newberg to recommend approval to the board to hire Beau Wilson, Option 1, for \$1,200. Motion carried unanimously.

**B. *WOMT Marketing Opportunity – 2026***

Schuette reported on the 2026 Manitowoc County Fair partnering with WOMT for WOMT's 100<sup>th</sup> Anniversary including potential fair themes. Discussion included securing a fair theme by the September meeting to announce at the Celebration.

**C. *Working Group Updates***

**a. *Fairest of the Fair*** – there are 4 candidates.

**b. *Social Media-Marketing*** – increase in followers

**c. *Woman's Day Event*** – getting a number of donations with Bitter Neumann donating a \$950 prize with a total so far of \$6,000.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Zipperer, seconded by Loritz to adjourn at 6:53pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

DATE: Wednesday, August 6, 2025  
TIME: 7:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. 2026 Budget Review
  - 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
  - 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
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Photographer; WOMT Marketing Opportunity – 2026; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Market Animal Request – Alcohol at Auction
  - B. Special Request – Dairy Cattle Late Arrival
  - C. Little Squealers-Little Shepherds Entrance Fees
  - D. Goat Educational Event – Friday, Aug 22, at 6pm
  - E. Release of Market Animal Judge's Names
  - F. Lock Boxes
  - G. Expo-Fair Clothing Attire
  - H. Junior Fair-Open Class Annual Comparison Report
  - I. Billboard Judging Update
  - J. Liaison Sign Up; Work Orders
  - K. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. WI Association of Fairs Conference – January 11-14 2026
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: July 29, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

# 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 60<sup>th</sup> 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

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, August 20, 2025

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

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

**Absent & Excused:** PJ Albert

**County Board**

**Supervisors**

**Present-**

**Others Present:** J. Shelton, C. Breit

**Pledge of Allegiance**

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

**Review, Discussion and Possible Action on items to the 2025 Fair**

**A. *Prior Day's Activities Recap and Issues***

- 1. *Judging Results***
- 2. *Working Group Updates***
- 3. *Liaison Report***

Brief Update on each of these areas was provided.

**B. *Daily Recap:***

- 1. *Current Day Activities***
- 2. *Working Group Needs***

Brief Update on each of these areas was provided.

**C. *Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

**Other Fair Projects and Issues Update – No Action**

No Report.

**Adjournment**

Motion was made by Zipperer, seconded by Voss to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Thursday, August 21, 2025

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

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

**Absent & Excused:** PJ Albert

**County Board**

**Supervisors**

**Present-**

**Others Present:** J. Shelton, C. Breit

**Pledge of Allegiance**

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

**Review, Discussion and Possible Action on items to the 2025 Fair**

***D. Prior Day's Activities Recap and Issues***

***4. Judging Results***

***5. Working Group Updates***

***6. Liaison Report***

Brief Update on each of these areas was provided.

***E. Daily Recap:***

***1. Current Day Activities***

***2. Working Group Needs***

Brief Update on each of these areas was provided.

***F. Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

**Other Fair Projects and Issues Update – No Action**

No Report.

**Adjournment**

Motion was made by Plate, seconded by Pawlowski to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Friday, August 22, 2025

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

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

**Absent & Excused:** PJ Albert, A. Schneider

**County Board**

**Supervisors**

**Present-**

**Others Present:** J. Shelton, C. Breit

**Pledge of Allegiance**

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

**Review, Discussion and Possible Action on items to the 2025 Fair**

**A. *Prior Day's Activities Recap and Issues***

- 1. *Judging Results***
- 2. *Working Group Updates***
- 3. *Liaison Report***

Brief Update on each of these areas was provided.

**B. *Daily Recap:***

- 1. *Current Day Activities***
- 2. *Working Group Needs***

Brief Update on each of these areas was provided.

**C. *Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

**Other Fair Projects and Issues Update – No Action**

No Report.

**Adjournment**

Motion was made by Newberg, seconded by Zipperer to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Saturday, August 23, 2025

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

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

**Absent & Excused:** K. Kohlmann, A. Schneider

### County Board

### Supervisors

### Present-

**Others Present:** J. Shelton, C. Breit

### Pledge of Allegiance

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

### Review, Discussion and Possible Action on items to the 2025 Fair

#### **D. Prior Day's Activities Recap and Issues**

##### **4. Judging Results**

##### **5. Working Group Updates**

##### **6. Liaison Report**

Brief Update on each of these areas was provided.

#### **E. Daily Recap:**

##### **1. Current Day Activities**

##### **2. Working Group Needs**

Brief Update on each of these areas was provided.

#### **F. Outdoor Vendor Layout Review and Update**

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

### **Other Fair Projects and Issues Update – No Action**

No Report.

### **Adjournment**

Motion was made by Zipperer, seconded by Voss to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager

## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Sunday, August 24, 2025

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

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

**Absent & Excused:**

**County Board  
Supervisors**

**Present-**

**Others Present:** J. Shelton, C. Breit

**Pledge of Allegiance**

**Called to Order** Meeting called to order – 11:00am.

**Public Comment** No Public Comment

**Review, Discussion and Possible Action on items to the 2025 Fair**

**G. *Prior Day's Activities Recap and Issues***

**7. *Judging Results***

**8. *Working Group Updates***

**9. *Liaison Report***

Brief Update on each of these areas was provided.

**H. *Daily Recap:***

**1. *Current Day Activities***

**2. *Working Group Needs***

Brief Update on each of these areas was provided.

**I. *Outdoor Vendor Layout Review and Update***

Brief report.

**Tour of the Grounds – Expo-Ice Center board may meet in the Expo Office after the tour to complete discussion and possible action on issues and concerns related to the 2025 Fair**

**Other Fair Projects and Issues Update – No Action**

No Report.

**Adjournment**

Motion was made by Zipperer, seconded by Voss to adjourn after touring the grounds at 5:00pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



## **MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE**

**DATE:** Wednesday, September 3, 2025

**TIME:** 7:00 p.m.

**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update
  - 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
  - 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
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Volunteers-Fundraising Opportunities
  - B. Working Groups
  - C. Fair Set Up/Breakdown
  - D. Vendor Layout-Vendor Process
  - E. Traffic Control
  - F. Merchants Gate Parking
  - G. Golf Carts-UTVs
  - H. Entertainment
  - I. AG Adventureland
  - J. Liaisons
  - K. Ticket Admissions – Senior/Veterans
  - L. Fair Themes-Colors
  - M. Appreciation Celebration
  - N. 2025 Fair Pictures – Convention
  - O. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Reappointment of Board Members
  - B. District 4 Meeting – October 15
  - C. WI Association of Fairs Conference – January 11-14 2026
  - D. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: August 26, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

## 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: Tuesday, September 30, 2025  
TIME: 6:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Marketing Calendar
  - B. Advertising Documents
  - C. WOMT Partnership
  - D. Logo
  - E. Advertising-Media Budget
  - F. Working Group Updates
    - a. Fairest of the Fair
    - b. Social Media-Marketing
    - c. Woman's Day Event
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: September 23, 2025

Savanna Schuette, SUB-COMMITTEE CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING**  
**MARKETING-ADVERTISING SUBCOMMITTEE**  
Held Tuesday, September 30, 2025  
Location: Expo Merchant's Building – 4921 Expo Drive, Manitowoc WI

**Present:** S. Schuette, T. Loritz, K. Behnke, S. Binversie

**Absent-Excused:** N. Newberg, R. Zipperer, R. Kohlbeck, R. Voss  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** T. Dvorak

**Others Present:** J. Shelton

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Behnke, seconded by Loritz, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2026 Fair:**

**A. *Marketing Calendar***

Schuette reported on the marketing calendar to include deadlines for Fairest of the Fair, Social Media, Marketing and other important dates.

**B. *Advertising Documents***

Schuette reported on the insert 2025 Marketing Material Schedule-Quantity to show due dates used for marketing materials. Discussion.

**C. *WOMT Partnership***

Schuette reported on the WOMT partnership. Discussion.

**D. *Logo***

Schuette reported on the Logo. Discussion included changes to the logo to be submitted to WOMT.

**E. *Advertising-Media Budget***

Schuette reported on the Advertising-Media budget included in the committee packet. Motion was made by Binversie, seconded by Loritz to approve \$10,000 for WOMT advertising with an \$8,500 in-kind. Motion carried unanimously.

**F. *Working Group Updates***

- a. *Fairest of the Fair*** – No report.
- b. *Social Media-Marketing*** – No report.
- c. *Woman's Day Event*** – Loritz to be lead for the event.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Loritz, seconded by Binversie to adjourn at 7:31pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

DATE: Wednesday, October 1, 2025  
TIME: 6:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Volunteer Groups – Payment
4. Fees
  - a. Senior/Veteran Passes
  - b. Worker Passes
  - c. Outdoor Vendors
  - d. Indoor Vendors
5. Adjourn

Date: September 23, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, October 1, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, B. Palzewicz, D. Pollen, P. Strouf, K. Behnke

**Absent & Excused:** R. Kohlbeck,  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, M. Lentz

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:00pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Pollen to approve the minutes. Motion carried unanimously.

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

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Woman's Day***

Motion was made by Behnke, seconded by Albert to recommend approval to the board the \$500 budget for Woman's Day.

**B. *Volunteer Groups – Payment***

Discussion on seeking volunteer groups and potential payment for services. Dvorak will present this at the District 4 meeting on October 8.

**C. *Fees***

**a. *Senior/Veteran Passes***

**b. *Worker Passes***

Motion was made by Behnke, seconded by Strouf to recommend approval to the board to increase the Senior, Veteran and Worker passes all to \$7 for the 2026 fair. Motion carried unanimously.

**c. *Outdoor Vendors***

**d. *Indoor Vendors***

Discussion on both outdoor and indoor vendor pricing structure including in the committee packet with more research to be done.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Pawlzewicz, seconded by Behnke to adjourn at 6:27pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Entertainment and Vendor Sub-Committee**  
**MEETING NOTICE**

DATE: Wednesday October 1, 2025  
TIME: 6:30 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Budget vs. Actual
  - B. Entertainment Ideas
  - C. Contracts:
    1. Sea Lions
    2. Casady's Critters
  - D. Event Working Group Updates
    1. Celebrity Cream Puff Eating Contest
    2. Grandstand Shows
    3. Outdoor Layout
    4. Parade-Fireworks – Location
    5. Teeny Weeny Donut Contest
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: September 23, 2025

Rob Voss, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
ENTERTAINMENT AND VENDORS SUBCOMMITTEE**

Held Wednesday, October 1, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** R. Voss, PJ Albert, K. Kohlmann, M. Lentz, T. Loritz, B. Palzewicz, M. Pawlowski, M. Plate, P. Strouf, R. Kohlbeck

**Absent & Excused:** Zipperer

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, K. Behnke, S. Schuette, D. Pollen, S. Binversie, N. Newberg

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:30pm

**Minutes** Minutes were reviewed from the previous meeting. Motion was made by Albert, seconded by Kohlbeck to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Budget vs. Actual***

Voss reported on budget vs. actual included in the committee packet.

**B. *Entertainment Ideas***

Voss reported on Entertainment Ideas. Discussion on searching for entertainment sooner for the following year. Albert to reach out to GL Berg and schedule a meeting-presentation.

**C. *Contracts:***

**1. *Sea Lions***

Voss reported on the Sea Lions contract to be the same amount as 2025. Discussion included to have the contract secured by next month if no other options.

**2. *Casady's Critters***

Motion was made by Albert, seconded by Strouf to recommend approval to the board the Casady's Critters contract. Motion carried unanimously.

**D. *Event Working Group Updates***

**1. *Celebrity Cream Puff Eating Contest*** – no report.

**2. *Grandstand Shows*** – no report.

**3. *Outdoor Layout*** – Staff reported briefly on the Outdoor Vendor process including when contracts go out and the selection process.

**4. *Parade-Fireworks – Location*** – no report

**5. *Teeny Weeny Donut Contest*** – no report.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Albert, seconded by Plate to adjourn at 6:59pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



## MANITOWOC COUNTY EXPO and ICE CENTER BOARD MEETING NOTICE

**DATE:** Wednesday, October 1, 2025

**TIME:** 7:00 p.m.

**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. Woman's Day; Volunteer Groups – Payment; Fees – Senior/Veteran Passes; Worker Passes; Outdoor Vendors; Indoor Vendors
  - 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
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. Budget vs. Actual; Entertainment Ideas; Contracts – Sea Lions; Casady's Critters; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Marketing Calendar; Advertising Documents; WOMT Partnership; Logo; Advertising-Media Budget; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman's Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Merchants Gate Entrance Contract – Braun Excavating LLC
  - B. Ethics Code – Conflict of Interest
  - C. Fair Camping – Mileage
  - D. 2025 Fair Pictures – Convention
  - E. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. 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
  - B. District 4 Meeting – October 15
  - C. WI Association of Fairs Conference – January 11-14 2026
  - D. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: September 23, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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# 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***

Schuetz 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 in-kind 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 Schuetz, 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



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Entertainment and Vendor Sub-Committee**  
**MEETING NOTICE**

DATE: Wednesday November 5, 2025  
TIME: 6:15 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Entertainment Ideas
  - B. Contracts:
    1. Miss Wisconsin
    2. Horse Pull – Start Time-Contract
    3. Tractor Pull
    4. Sea Lions
    5. Fireworks
    6. Polka Music
    7. Expiring Contracts
      - A. Demo Derby
  - C. Event Working Group Updates
    1. Celebrity Cream Puff Eating Contest
    2. Grandstand Shows
    3. Outdoor Layout
    4. Parade-Fireworks
    5. Teeny Weeny Donut Contest
      - A. Event Name Change
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: October 28, 2025

Rob Voss, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
ENTERTAINMENT AND VENDORS SUBCOMMITTEE**

Held Wednesday, November 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** R. Voss, PJ Albert, K. Kohlmann, M. Lentz, T. Loritz, B. Palzewicz, M. Pawlowski, M. Plate, P. Strouf, R. Kohlbeck, R. Zipperer

**Absent & Excused:**  
**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, S. Schuette, D. Pollen, S. Binversie, N. Newberg, C. Schleis, M. Hoffman, S. Pinkerton

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:15pm

**Minutes** Minutes were reviewed from the previous meeting. Motion was made by Zipperer, seconded by Kohlbeck to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Entertainment Ideas***

Albert reported on communication with GL Berg and other entertainment sources noting that most entertainment is secured and would know more on availability in January. Discussion.

**B. *Contracts:***

**1. *Miss Wisconsin***

Motion was made by Albert, seconded by Zipperer to recommend approval to the board the securing Miss Wisconsin with same date and time as 2025. Motion carried unanimously.

**2. *Horse Pull – Start Time-Contract***

Motion was made by Plate, seconded by Pawlowski to recommend approval to the board the Horse Pull contract for Thursday at 2:30pm. Motion carried unanimously.

**3. *Tractor Pull***

Motion was made by Zipperer, seconded by Lentz to recommend approval to the board the Tractor Pull contract for Friday at 7pm. Motion carried unanimously.

**4. *Sea Lions***

Motion was made by Zipperer, seconded by Loritz to recommend approval to the board the Sea Lions contract. Motion carried unanimously.

**5. *Fireworks***

Motion was made by Plate, seconded by Albert to recommend approval to the board the Fireworks contract not to exceed \$11,500. Motion carried unanimously.

**6. *Polka Music***

Motion was made by Albert, seconded by Strouf to recommend approval to the board Polka music contract. Motion carried unanimously.

**7. *Expiring Contracts***

**a. *Demo Derby***

Voss provided a report on the Demo Derby contract expiration with 2026 being the last year. Consensus to reach out pertaining for a 2-year agreement for review.

**C. *Event Working Group Updates***

- 1. Celebrity Cream Puff Eating Contest** – no report.
- 2. Grandstand Shows** – no report.
- 3. Outdoor Layout** – no report.
- 4. Parade-Fireworks – Location** – no report
- 5. Teeny Weeny Donut Contest** – discussion on name change and sending to marketing and advertising.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Zipperer, seconded by Kohlbeck to adjourn at 6:43pm. Motion carried unanimously.

Respectfully submitted,

Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Operations Sub-Committee**  
**MEETING NOTICE**

DATE: November 5, 2025  
TIME: 6:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Jr Fair-Open Class Rules & Regulations Update
  - B. Ice Center Operations
  - C. Contests and Exhibits Working Group Updates:
    - a. AG Adventureland Tent
    - b. Breakfast on the Farm
    - c. Brew Competition
    - d. Dairy Cattle (Ice Center) Show Ring
    - e. Exhibition Building
    - f. King Arthur Baking Contest
    - g. Market Animal Committee
    - h. Parking
    - i. Youth Art Show
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: October 28, 2025

Matthew Pawlowski, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
OPERATIONS SUBCOMMITTEE**

Held Wednesday, November 5, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Pawlowski, B. Palzewicz, S. Binversie, T. Dvorak, K. Kohlmann, M. Lentz, N. Newberg, D. Pollen, S. Schuette, P. Strouf

**Absent & Excused:** K. Behnke

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Plate, PJ Albert, R. Voss, R. Zipperer, R. Kohlbeck, C. Schleis, M. Hoffman, S. Pinkerton

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Newberg, seconded by Lentz to approve the minutes. Motion carried unanimously.

**Public Comment** Committee chair called for public input three times. No public input given.

**Review, Discussion and Possible Action on the following items for the 2026 Fair:**

**A. *Jr Fair-Open Class Rules & Regulations Update***

Motion was made by Binversie, seconded by Lentz to recommend approval to the board the Junior Fair and Open Class Rules and Regulations changes. Motion carried unanimously.

**B. *Ice Center Operations***

Pawlowski reported that ice is in.

**C. *Contests and Exhibits Working Group Updates***

- AG Adventureland – need to schedule a meeting.
- Breakfast on the Farm – no report.
- Brew Competition – need to schedule a meeting.
- Dairy Cattle (Ice Center) Show Ring – no report.
- Exhibition Building – no report.
- King Arthur Contest – no report.
- Market Animal Committee – reworking the MAC book.
- Parking – radios tested.
- Youth Art Show – increasing to second through fourth grade.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Schuette, seconded by Newberg to adjourn at 6:56pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

**DATE:** Wednesday, November 5, 2025

**TIME:** 7:00 p.m.

**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update; Indoor-Outdoor Vendor Fees
  - B. OPERATIONS SUBCOMMITTEE:
    1. Jr. Fair-Open Class Rules & Regulations 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
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. Entertainment Ideas; Contracts – Miss Wisconsin; Horse Pull-Start Time-Contract; Tractor Pull; Sea Lions; Fireworks; Polka Music; Expiring 2026 Contracts: Demo Derby; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest–Event Name Change
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. No Committee Meeting; Committee Update; Working Group Updates-Fairest of the Fair; Social Media-Marketing; Woman’s Day Event
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Sheep Pens Fundraising
  - B. Reallocation of Budgeted Funds
  - C. Subcommittees and Working Groups Designations; Roles
  - D. WI Association of Fairs
    1. District 4 Meeting Update
    2. Conference – January 11-14 2026; Last Day to Cancel
  - E. Fairest of the Fair Auction Item
  - F. Fair Update
5. Finance Director’s Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: October 28, 2025

Jeremy Hawig, BOARD CHAIRPERSON

By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk’s office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

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# MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, November 5, 2025

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

**Present:** J. Hawig, T. Dvorak, PJ Albert, 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, R. Zipperer, S. Pinkerton, M. Hoffman, C. Schleis

**Absent & Excused:** K. Behnke

**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 Zipperer, seconded by Kohlbeck 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; Indoor-Outdoor Vendor Fees**  
No report.

### B. Operations Subcommittee

1. **Jr. Fair-Open Class Rules & Regulations 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**

Motion was made by Pawlowski, seconded by Lentz to approve the Junior Fair and Open Class Rules and Regulations for the 2026 fair. Motion carried unanimously.

### C. Entertainment/Vendors Subcommittee:

1. **Entertainment Ideas; Contracts-Miss Wisconsin; Horse Pull-Start Time-Contract; Tractor Pull; Sea Lions; Fireworks; Polka Music; Expiring Contracts: Demo Derby; Event Working Group Updates-Celebrity Cream Puff Eating Contest; Grandstand Shows; Outdoor Layout; Parade-Fireworks; Teeny Weeny Donut Contest**

Motion was made by Voss, seconded by Zipperer to approve Miss Wisconsin, Horse Pull at 2:30pm, Schnell Bros contract; Sea Lions contract, Fireworks not to exceed \$11,500, and polka music. Motion carried unanimously.

### D. Marketing & Advertising Subcommittee

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

Schuette reported on the following:

- Fairest of the Fair – next meeting scheduled for November 17 at 6pm.
- Social Media – next meeting scheduled for November 10 at 6pm.
- Woman's Day Event – Loritz is the new liaison with assistance from Palzewicz.

## Review, Discussion and Possible Action on Fair Matters

### A. Sheep Pens Fundraising

Hawig presented the Sheep Pens Fundraising including documents submitted by Tricia Tienor. Consensus to allow fundraising for the pens.

**B. Reallocation of Budgeted Funds**

Motion was made by Albert, seconded by Voss to reallocate the \$50,000 budgeted funds to asphalt with primary location south of Lesters Building and secondary south of Merchants Building. Motion carried unanimously.

**C. Subcommittees and Working Groups Designations; Roles**

Hawig reported on the restructure of the subcommittee and working group designations.

**D. WI Association of Fairs**

**1. District 4 Meeting Update**

Dvorak provided the District 4 Meeting update.

**2. Conference – January 11-14 2026; Last Day to Cancel**

Hawig reminded conference attendees today was the last day to cancel.

**E. Fairest of the Fair Auction Item**

Newberg reported that Fairest of the Fair Auction item information should be emailed to her and items delivered to Expo by the December meeting.

**F. Fair Update**

Hawig read Thank You cards received. Staff provided a brief 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. Expo-Ice Center Month Events; Expo Grounds Update**

Staff provided a brief report.

**Adjournment**

Motion was made by Voss, seconded by Zipperer to adjourn at 7:51pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Finance Sub-Committee**  
**MEETING NOTICE**

**DATE:** Wednesday, December 3, 2025  
**TIME:** 6:15 p.m.  
**PLACE:** Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular Business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Indoor-Outdoor Vendor Fees
4. Adjourn

Date: November 25, 2025

Mike Plate, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

Any person wishing to attend the meeting who requires special accommodation because of a disability should contact the County Clerk's office at 920-683-4003 at least 24 hours before the meeting begins so that appropriate accommodations can be made.

Persons who are members of another governmental body, but who are not members of this board, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

**MINUTES of EXPO-ICE CENTER BOARD MEETING  
FINANCE SUBCOMMITTEE**

Wednesday, December 3, 2025

Location: Expo Office – 4921 Expo Drive, Manitowoc

**Present:** M. Plate, PJ Albert, T. Dvorak, R. Kohlbeck, B. Palzewicz, P. Strouf, K. Behnke

**Absent & Excused:** D. Pollen

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, M. Pawlowski, S. Pinkerton, S. Binversie, E. Mueller, B. Ullman, R. Zipperer

**Others Present:** J. Shelton, C. Breit, Randy Binversie

**Called to Order** Meeting called to order – 6:15pm.

**Minutes** Minutes were reviewed from the previous meeting. Motion was made Albert, seconded by Kohlbeck to approve the minutes. Motion carried unanimously.

**Public Comment** Randy Binversie, Noon Rotary, was present to report on discrepancies found with the ticket taking financial report and gate tickets.

**Review, Discussion, and Possible Action on the following items for the 2026 Fair:**

**A. *Indoor-Outdoor Vendor Fees***

Motion was made by Albert, seconded by Strouf to recommend approval to the board all vendors (indoor, outdoor, and AG vendors) do not receive any Merchants Gate Parking Passes and can purchase up to two per vendor. Motion carried unanimously.

Motion was made by Albert, seconded by Kohlbeck to recommend approval to the board all vendors (indoor, outdoor, and AG vendors) receive two season passes per vendor. Motion carried unanimously.

Motion was made by Strouf, seconded by Kohlbeck to recommend approval to the board that fair campers will not receive any free Merchants Gate Parking Passes and can purchase up to two Merchants Gate Parking passes. Motion carried unanimously.

**Update and Possible Action on Other Fair Operation Projects and Issues**

No report.

**Adjourn**

Motion made by Palzewicz, seconded by Albert to adjourn at 6:43pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY**  
**EXPO-ICE CENTER BOARD**  
**Marketing-Advertising Sub-Committee**  
**MEETING NOTICE**

DATE: December 3, 2025  
TIME: 6:45 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered at the meeting:

1. Regular business
  - A. Roll Call
  - B. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on the following items for the 2026 Fair:
  - A. Teeny Weeny Donut Contest – Event Name Change
  - B. Fairest of the Fair
  - C. Social Media
4. Other Fair Projects and Issues Update – No Action
5. Adjourn

Date: November 25, 2025

Savanna Schuette, SUB-COMMITTEE CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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**MINUTES of EXPO-ICE CENTER BOARD MEETING  
MARKETING-ADVERTISING SUBCOMMITTEE**

Held Wednesday, December 3, 2025

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

**Present:** S. Schuette, K. Behnke, S. Binversie, R. Kohlbeck, N. Newberg, R. Zipperer

**Absent-Excused:** T. Loritz, R. Voss

**Absent:**

**Other Expo-Ice  
Center Board**

**Members Present:** J. Hawig, T. Dvorak, C. Schleis, M. Pawlowski, M. Plate, P. Strouf, S. Pinkerton, A. Mueller, B. Ullman, P. Albert

**Others Present:** J. Shelton, C. Breit

**Called to Order** Meeting called to order – 6:45pm.

**Minutes** Minutes were reviewed from the previous meetings. Motion was made by Newberg, seconded by Binversie, to approve the previous meeting minutes. Motion carried unanimously.

**Public Comment** Committee Chair called for public input three times. No public comment given.

**Review, Discussion and Possible Action on the following items for the 2026 Fair:**

**A. *Teeny Weeny Donut Contest – Event Name Change***

Motion was made by Behnke, seconded by Newberg to recommend approval to the board the event name change to Mini Donut Derby. Motion Carried. Binversie voted no.

**B. *Fairest of the Fair***

Newberg reported on Fairest of the Fair attending convention, auction item, parades.

**C. *Social Media***

Schuette reported on social media for December.

**Other Fair Projects and Issues Update – No Action**

No report.

**Adjournment**

Motion made by Newberg, seconded by Kohlbeck to adjourn at 6:57pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager



**MANITOWOC COUNTY  
EXPO and ICE CENTER BOARD  
MEETING NOTICE**

DATE: Wednesday, December 3, 2025  
TIME: 7:00 p.m.  
PLACE: Expo Office – 4921 Expo Drive, Manitowoc, WI 54220

The meeting is open to the public, but portions of the meeting may be closed if this notice indicates that the board may convene in closed session. The following matters may be considered:

1. Regular business
  - A. Pledge of Allegiance
  - B. Roll Call
  - C. Previous Minutes
2. Public Comment
3. Review, Discussion, and Possible Action on Subcommittee Recommendations
  - A. FINANCE SUBCOMMITTEE:
    1. Indoor-Outdoor Vendor Fees
  - B. OPERATIONS SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update; Jr. Fair and Open Class Rules and Regulations; Parking
  - C. ENTERTAINMENT/VENDORS SUBCOMMITTEE:
    1. No Committee Meeting; Committee Update; AG Adventureland; Grandstand-Outdoor Entertainment; Woman's Day
  - D. MARKETING-ADVERTISING SUBCOMMITTEE
    1. Teeny Weeny Donut Contest – Event Name Change; Fairest of the Fair; Social Media
4. Review, Discussion, and Possible Action on Fair Matters
  - A. Subcommittees and Working Groups
  - B. Contests and Liaison Updates
  - C. WI Association of Fairs
    1. Centerpiece
    2. Fairest of the Fair Auction Item
    3. Silent Auction
  - D. Fair Update
5. Finance Director's Financial Report – Review; Capital Projects Update
6. Update and Possible Action on Other Fair, Expo Buildings and Grounds Projects and Issues
  - A. Appointments of New Board Members
  - B. Expo-Ice Center Month Events; Expo Grounds Update
7. Adjourn

Date: November 25, 2025

Jeremy Hawig, BOARD CHAIRPERSON  
By: Jennell Shelton, Facility Manager

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## MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, December 3, 2025

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

**Present:** J. Hawig, T. Dvorak, PJ Albert, K. Behnke, S. Binversie, R. Kohlbeck, K. Kohlmann, N. Newberg, B. Palzewicz, M. Pawlowski, S. Pinkerton, M. Plate, C. Schleis S. Schuette, P. Strouf, R. Zipperer

**Absent & Excused:** M. Hoffman, M. Lentz, T. Loritz, D. Pollen, R. Voss

**County Board  
Supervisors  
Present:**

**Others Present:** J. Shelton, C. Breit, A. Mueller, B. Ullman

### 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 Kohlbeck 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. *Indoor-Outdoor Vendor Fees*

Motion was made by Plate, seconded by Pawlowski to approve that all vendors will receive no Merchants Gate Passes and can purchase up to two Merchants Gate passes per vendor. Motion carried unanimously.

Motion was made by Plate, seconded by Pawlowski to approve that all vendors will receive two season passes per vendor. Motion carried unanimously.

Motion was made by Plate, seconded by Pawlowski to approve that all fair campers will receive no Merchants Gate Passes and can purchase up to two Merchants Gate passes. Motion carried unanimously.

Plate reported on the Public Comment made by Randy Binversie regarding the financial discrepancy noting that this will be forwarded to the Finance Director.

#### B. Operations Subcommittee

##### 1. *No Committee Meeting; Committee Update; Jr. Fair-Open Class Rules & Regulations Parking*

Dvorak gave a brief report on the department rules and regulations.

#### C. Entertainment/Vendors Subcommittee:

##### 1. *No Committee Meeting; Committee Update; AG Adventureland; Grandstand-Outdoor Entertainment; Woman's Day*

Schuette reported that AG Adventureland has a meeting scheduled for February 2 at 5pm.

#### D. Marketing & Advertising Subcommittee

##### 1. *Teeny Weeny Donut Contest – Event Name Change; Fairest of the Fair; Social Media*

Motion was made by Schuette, seconded by Zipperer to change the event name to Mini Donut Derby. Motion carried. Binversie voted no.

## **Review, Discussion and Possible Action on Fair Matters**

### **A. Subcommittee and Working Groups**

Hawig reported on the Subcommittee and Working Groups form that will be emailed and to be completed by board members.

### **B. Contests and Liaisons**

Hawig reported that this is a subject line to remain on the agenda to have monthly reports.

### **C. WI Association of Fairs**

#### **1. Centerpiece**

Palzewicz brought in the centerpiece for the convention.

#### **2. Fairest of the Fair Auction Item**

Reminder to submit a description of auction items to Newberg by December 27 and bring items to January meeting.

#### **3. Silent Auction**

Reminder to bring any silent auction items to January meeting.

### **D. Fair Update**

Staff provided a brief report. Dvorak reported on the Market Animal Committee Fundraising efforts for a new wash rack on the north east side of the Multi-Purpose Building.

## **Comptroller's Financial Report – Review; Capital Projects Update**

Breit reported briefly on the financials and a full report will be done in January.

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

### **A. Appointments of New Board Members**

Motion was made by Dvorak, seconded by Zipperer to recommend to the Public Works Committee the appointment of Amanda Mueller and Benjamin Ullman. Motion carried unanimously.

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

Staff provided a brief report.

## **Adjournment**

Motion was made by Palzewicz, seconded by Pawlowski to adjourn at 7:35pm. Motion carried unanimously.

Respectfully submitted,  
Jennell Shelton, Manitowoc County Expo Facility Manager