

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, March 4, 2026

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

Present: J. Hawig, S. Binversie, PJ Albert, K. Behnke, T. Dvorak, M. Hoffman, R. Kohlbeck, K. Kohlmann, M. Lentz, T. Loritz, R. Manzano, E. Mueller, N. Newberg, S. Pinkerton, M. Plate, C. Schleis S. Schuette, P. Strouf, B. Ullman, R. Voss, R. Zipperer

Absent & Excused:

County Board Supervisors Present:

Others Present: J. Shelton, C. Breit, Barb Palzewicz

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. 2027 Proposed Budget; Billboard Budget Allocation; Planter Guidelines Budget Allocation; Policies and Procedures; Fair Budget

Plate reported on the following:

- 2027 Proposed Budget – working on the document included in the board packet and meeting next month to finalize.
- Billboard Budget Allocation – recommend approval of budget allocation included in the board packet.
- Planter Guidelines Budget Allocation – recommend approval of budget allocation included in the board packet.
- Policies and Procedures – no report.
- Fair Budget – Reviewed.

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

B. Operations Subcommittee

1. Working Group Updates: Exhibition Bldg; Parking-Building Hours, Release and Load-Unload Location; Merchants Gate Pass; Shuttle Bus Hours; Signage

Lentz reported on the following:

- Exhibition Building – Going well.
- Parking – recommend approval of the building hours, release and load-unload with change to the Merchants Gate Closed time, the printing of the Merchants Gate Pass, Shuttle Bus Hours as included in the packet and signage for electric bikes, e-scooters.

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

C. Entertainment/Vendors Subcommittee:

1. No Committee Meeting; Committee Update; Working Group Updates: AG Adventureland; Grandstand-Outdoor Entertainment; Woman's Day; 2027 Entertainment

Voss reported on the following:

- AG Adventureland – meeting March 23 at 5pm.
- Woman's Day – met last week and have secured speakers.
- 2027 Entertainment – working on possible ideas for 2027 entertainment.

D. Marketing & Advertising Subcommittee

1. Fair App; Advertising-Media Budget; Billboard Competition; Planter Guidelines; Blood Drive-August 26; Working Group Updates: Fairest of the Fair-Fair Ideas-Marketing; Social Media-Marketing

Schuette reported on the following:

- Fair App – moving forward with Grandstand.com App.
- Advertising-Media Budget – recommend approval of the budget.
- Billboard Competition – recommend approval of document provided in board packet.
- Planter Guidelines – recommend approval of document provided in board packet.
- Blood Drive-August 26 – hosting the event on August 26 from 11-4pm and contacting Clipper City for use of their building.
- Fairest of the fair – working with Rainbow Valley Amusements on a sensory day and providing baked goods the RVA employees.
- Social Media-Marketing – need to schedule a meeting.

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

Review, Discussion and Possible Action on Fair Matters

A. Poultry and Rabbit Entry Dates and Times

Motion made by Plate, seconded by Newberg to approve the Poultry and Rabbit Entry Date and Times for Tuesday and Wednesday. Motion carried unanimously.

B. Poultry and Rabbit Committee Silent Auction

Motion was made by Plate, seconded by Kohlbeck to approve the Poultry and Rabbit Committee Silent Auction. Motion carried unanimously.

C. Fair Camping-Board Member Camping 2026

Motion was made by Schuette, seconded by Strouf to open up the fair camping to the waiting list. Motion carried unanimously.

D. Nate Farms Contract

Motion was made by Plate, seconded by Zipperer to approve the two year Nate Farms contract for \$5,500 each year. Motion carried unanimously.

E. The Salvation Army Request

Motion was made by Newberg, seconded by Zipperer to decline the Salvation Army request. Motion carried unanimously.

F. Subcommittee and Working Groups

No report.

G. Contests and Liaisons

Dvorak reported on the status of the funding of the wash rack by the Market Animal Committee as well as concerns with ultrasounds at this year's fair. Dvorak also reported on the fundraising for the sheep pens. Motion was made by Albert, seconded by Kohlbeck to cancel the ultrasound if not held on Tuesday, August 25. Motion carried unanimously.

H. Supply Orders

Reminder to submit standard supply orders.

I. Subject Matter of the Month – County Oversight

Behnke reported on Expo history and the county oversight of the Expo grounds.

J. Fair Update

No report.

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

A. Capital Projects Update

Staff provided a brief report.

B. District 4 Meeting – April 1 – Fond du Lac

Dvorak reported that the meeting is scheduled for April 9. Confirmed Attendees are: Dvorak, Newberg, Binversie. Dvorak reported on the Economic Impact and more information to be forwarded.

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

Staff provided a brief report.

Adjournment

Motion was made by Voss, seconded by Newberg to adjourn at 8:14pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager