

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, April 1, 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, M. Lentz, T. Loritz, R. Manzano, N. Newberg, S. Pinkerton, M. Plate, S. Schuette, P. Strouf, B. Ullman, R. Voss, R. Zipperer

Absent & Excused: K. Kohlmann, E. Mueller, C. Schleis

County Board Supervisors Present:

Others Present: J. Shelton, K. Sitkiewitz, Barb Palzewicz

Pledge of Allegiance

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

Minutes Minutes were reviewed from the previous meetings. Motion was made by Zipperer, seconded by Newberg 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; Tri-Bolt Security Contract; Policies and Procedures; Fair Budget

Albert reported on the following:

- 2027 Proposed Budget – recommend approval of the 2027 Proposed Budget.
- Tri-Bolt Security Contract – recommend approval of the Tri-Bolt Security Contract.
- Policies and Procedures – no report.

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

B. Operations Subcommittee

1. No Committee Meeting; Meeting Update; Working Group Updates: Exhibition Bldg; Parking-Building Hours, Release and Load-Unload Location; Merchants Gate Pass; Shuttle Bus Hours; Signage

Subcommittee reported on the following:

- Exhibition Building – Meeting set for April 20 at 6pm.
- Parking – no report.

C. Entertainment/Vendors Subcommittee:

1. Outdoor Vendor Layout-New Vendors; Working Group Updates: AG Adventureland; Grandstand-Outdoor Entertainment; Woman's Day; 2027 Entertainment

Voss reported on the following:

- Outdoor Vendor Layout-New Vendors – reported on the new vendor applications.
- AG Adventureland – Will be scheduling a meeting.
- Woman's Day – Working on securing a speaker. Will be scheduling a meeting.
- 2027 Entertainment – working on possible ideas for 2027 entertainment.

D. Marketing & Advertising Subcommittee

1. No Committee Meeting; Committee Update; Working Group Updates: Fairest of the Fair-Fair Ideas-Marketing; Social Media-Marketing

Subcommittee reported on the following:

- Fairest of the Fair – Working on FOF schedule. Issue with the application and will be attending the upcoming Executive Committee meeting. FOF meeting set for April 27 at 6pm.
- Social Media-Marketing – Will be scheduling a meeting and email any content to be added.

Review, Discussion and Possible Action on Fair Matters

A. Tri-Bolt Security Contract

No further action.

B. Preliminary County Fair Preparation Meeting – April 16 at 1pm

Meeting scheduled to review recommendations from law enforcement for the upcoming fair.

C. Fair Board Camping

Fair Board Camping list distributed.

D. Subcommittee and Working Groups

No report.

E. Contests and Liaisons

Dvorak reported the cease of testing for swine and the possibility of moving swine show to non-terminal for 2027. Dvorak to schedule a Rules and Regulations meeting in May.

Schuetze reported on the upcoming Breakfast on the Farm.

F. Subject Matter of the Month – Grandstand Tractor Pulls

Behnke reported on the Grandstand Tractor Pulls.

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

A. District 4 Meeting – April 9 – Fond du Lac

Attendees are: Dvorak, Newberg, Binversie.

B. Expo Grounds Update

Staff provided a brief report.

Newberg recommended a long-range planning for the future Fairs and Expo Grounds.

Adjournment

Motion was made by Plate, seconded by Zipperer to adjourn at 7:45pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager