

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, May 6, 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, 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, Rick Krueger, Erika Haler, April Vogel, Jean Grotegut

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 Plate to approve the amended meeting minutes. Motion carried unanimously.

Public Comment Rick Krueger, Market Animal Committee, was present and read a letter regarding concerns related to the Expo-Ice Center Board Chair, Jeremy Hawig, and Market Animal Committee Liaison, Tonya Dvorak.

Review & Act on Subcommittee Recommendations:

A. Finance Subcommittee

1. **No Committee Meeting; Meeting Update; Policies and Procedures**
No report.

B. Operations Subcommittee

1. **No Committee Meeting; Meeting Update; Working Group Updates: Exhibition Bldg; Parking**
No committee meeting held. Report on the following:
 - Exhibition Building – posters created and ready for entry deadline and submitted five department social media posts highlighting the departments.
 - Parking – no report.

C. Entertainment/Vendors Subcommittee:

1. **Cultural Dance Budget; Working Group Updates: AG Adventureland; Grandstand-Outdoor Entertainment; Woman's Day; 2027 Entertainment**
Voss reported on the following:
 - Cultural Dance Budget – recommend approval to send to the Finance Subcommittee for recommendation of approval of a \$1,500 budget.
 - AG Adventureland – No report.
 - Woman's Day – Reported on sponsors.
 - 2027 Entertainment – No report.Motion was made by Voss, seconded by Zipperer to approve the committee report and recommendations. Motion carried unanimously.

D. Marketing & Advertising Subcommittee

1. **No Committee Meeting; Committee Update; Working Group Updates: Fairest of the Fair-Fair Ideas-Marketing; Social Media-Marketing**
Savanna reported on the following:
 - Fairest of the fair – FOF will be attending events starting at end of the month.
 - Social Media-Marketing – underway and to submit all social media posts as soon as possible for May and June.

Review, Discussion and Possible Action on Fair Matters

- A. *Market Animal Committee Issues-Concerns***
Hawig responded on the public input presented from the Market Animal Committee. Discussion included a follow up meeting to be scheduled with Dvorak and Hawig.
- B. *Market Animal Committee – Beer at Auction***
Motion was made by Voss, seconded by Zipperer to approve the beer at the Market Animal Committee auction. Motion carried unanimously.
- C. *Preliminary County Fair Preparation Meeting Update***
Albert reported on the meeting held to review the Preliminary County Fair Preparation with law enforcement, board members, and IT.
- D. *Volunteer SignUp – Live***
Hawig reported that the Volunteer SignUp was live.
- E. *Breakfast on the Farm – June 14 – Hochkammer Dairy Farm – 5908 Center Rd, Manitowoc***
Reminder to the board to signup for Breakfast on the Farm.
- F. *2027 Fair Logo Ideas***
Reminder to bring logo ideas to the June and July meetings with approval in August.
- G. *Subcommittee and Working Groups***
No report.
- H. *Contests and Liaisons***
Discussion regarding the Cream Puff Eating Contest.
- I. *Subject Matter of the Month – Vendors***
Voss reported on the Outdoor Vendor process
- J. *Major Fair Sponsors***
Shelton reported on the current Major Fair sponsors and requested potential leads of other sponsors.

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

- A. *Expo-Ice Center Board Open Position***
Hawig reported on the Expo-Ice Center Board Open Position with discussion on reaching out to previous candidates.
- B. *District 4 Meeting – April 9 – Update***
Dvorak reported on the District 4 meeting including the 2027 Convention dates – January 10-13.
- C. *Expo Grounds Update***
Staff provided a brief report.

Behnke reported on Visa work programs and the impact on the carnival industry.

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