

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, July 1, 2026

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

Present: J. Hawig, PJ Albert, K. Behnke, T. Dvorak, M. Hoffman, 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: S. Binversie, R. Kohlbeck

**County Board
Supervisors
Present:**

Others Present: J. Shelton, Tyler Martell, Matthew Phipps, James Lillibridge, Scott Schisel, Barb Palzewicz

Pledge of Allegiance

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

Minutes Minutes were reviewed from the previous meetings. Motion was made by Zipperer, seconded by Voss 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; Policies and Procedures

No Committee Meeting held. Report on the following:

- Policies and Procedures – in draft status.

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 – meeting scheduled for July 22. Building ready for setup.
- Parking – lines to be marked and sprayed.

C. Entertainment/Vendors Subcommittee:

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

No Committee Meeting held. Report on the following:

- Outdoor Vendor Layout – new vendors added to the layout.
- AG Adventureland – meeting July 12 at 3pm.
- Grandstand – all grandstand permits completed.
- Woman's Day – meeting on July 14.
- 2027 Entertainment – No report.

D. Marketing & Advertising Subcommittee

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

No Committee Meeting held. Report on the following:

- Fairest of the fair – next meeting August 3 at 6pm.
- Social Media-Marketing – send posts to be added.
- Fair App – is in progress.

Review, Discussion and Possible Action on Fair Matters

A. *Written Complaint Received*

Hawig removed Written Complaint Received from the July 1 agenda.

B. *Lesters Building Replacement Project*

Motion was made by Schuette, seconded by Loritz to recommend approval to the Public Works Committee to partner with the Market Animal Committee for the Lesters Building Replacement Project. Motion carried. Plate, Behnke, Albert, Newberg voted no.

C. *Market Animal Committee – Animal Pens*

Hawig reported on the fundraising of 22 animal pens by Tricia Tienor, Market Animal Committee.

D. *Fairest of the Fair Proclamation*

Motion was made by Plate, seconded by Dvorak to recommend approval to the Public Works Committee the Fairest of the Fair Proclamation. Motion carried unanimously.

E. *Outdoor Vendor Layout Update*

No report.

F. *Billboard Judges*

Albert, Ullman, Behnke and Hoffman will be judges.

G. *Breakfast on the Farm Update*

Went well.

H. *2027 Fair Logo Ideas*

Dvorak recommended a Survey Monkey be created and emailed out to the board members.

I. *Contests and Liaisons*

Board members reported on the following:

- School Art – preparation of display underway.
- Cream Puff Eating Contest – going well.
- Brew Competition – entries coming in.

J. *Volunteer Sign Up – Sign Up Genius Link*

Reminder to sign up on the Genius Link for fair.

K. *Succession Planning*

Hawig reported on the Succession Planning process and a document will be sent out for use during the week of fair.

L. *Subject Matter of the Month – Parking*

Plate reported on the Parking process as the Subject Matter of the Month.

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

A. *Appointment of New Board Member*

Motion was made by Dvorak, seconded by Schuette to recommend approval of Sandra Leschke as the appointment to the Expo-Ice Center Board.

B. *Expo Grounds Update*

- Lentz reported on the June Horse Show noting 92 horses were onsite from Wisconsin.
- Behnke reported on the Legislative Group.
- Shelton reported on the completion of capital projects.

Adjournment

Motion was made by Plate, seconded by Zipperer to adjourn at 7:24pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager