

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, August 5, 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, N. Newberg, S. Pinkerton, M. Plate, C. Schleis, S. Schuette, P. Strouf B. Ullman, R. Voss, R. Zipperer

Absent & Excused: R. Manzano

**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 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. Job Descriptions; Policies and Procedures

Plate reported on the Policies and Procedures that will be on the October agenda.

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 – reviewed demonstration/speaker schedule.
- Parking – law enforcement pre-planning meeting, discussion of parking for board members.

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 – no report.
- AG Adventureland – Face Board signs redone.
- Grandstand – need volunteers.
- Woman's Day – two large raffle items. Raffle Basket work on August 13 at 4:30pm.
- 2027 Entertainment – No report.
- Other – R. Braun to bring a chainsaw carver demonstration with discussion of a percentage going to the fair.

D. Marketing & Advertising Subcommittee

1. Fair Theme Ideas; Fair App; Working Group Updates: Fairest of the Fair-Fair Ideas-Marketing; Social Media-Marketing

Savanna reported on the following:

- Fair Theme Ideas – Sail Your Way, Spirit Week, and Passport to Adventure were presented and the 2027 Fair Theme is Sail Your Way.
- Fairest of the fair – 4 contestants and looking for donations.
- Social Media-Marketing – more posts to come out soon.
- Fair App – is in progress.

Review, Discussion and Possible Action on Fair Matters

A. Special Request – Dairy Cattle Late Arrival

Motion was made by Plate, seconded by Strouf to approve the Dairy Cattle Late Arrival Request. Motion carried unanimously.

B. Special Request – Open Class Late Registration

Motion was made by Albert, seconded by Plate to deny the Open Class Late Registration request. Motion carried unanimously.

C. Milk Parlor Fundraising Project

Pinkerton reported on the restoration of the Ice Cream Parlor serving windows. Motion was made by Dvorak, seconded by Voss to recommend approval to the Public Works Committee the Milk Parlor, Ice Cream Service Window, Fundraising Project to raise money to do the complete restoration project. Motion carried unanimously.

D. Lesters Building Replacement Project

Dvorak reported on the Lesters Building Replacement Project and the recommendation from the Public Works committee to seek an inspection post fair. Discussion.

E. ATV's/Golf Carts - Usage

Shelton reported on the use of ATV's and limiting hours and turning off equipment when not in use as well as not using for personal errands for exhibitors.

F. Mileage Reimbursement – Fair Week

Hawig reported on the Mileage Reimbursement and is not allowed for board members camping the week of fair.

G. Billboard Judges Update

Albert reported on the Billboard Judging included in the board packet.

H. Junior-Open Class Annual Comparison Report

Dvorak reported on the Junior Fair-Open Class Annual Comparison report included in the board packet.

I. 2027 Fair Theme Ideas

No report.

J. Contests and Liaisons

Board members reported on the following:

- Brew Competition – 68 entries and event is set for Saturday, Aug 22.
- King Arthur – 4 contestants in Jr Fair and 9 contestants in Open Class.

K. Volunteer Sign Up – Sign Up Genius Link; Liaisons; Work Orders

Schuette reported on the link to the SignUp Genius. Hawig reported on the liaisons and work orders.

L. Expo-Fair Clothing Attire

Hawig reported on the Expo-Fair Clothing Attire requesting members to wear fair logo attire.

M. Subject Matter of the Month – Ice Center Show Ring

Strouf reported on the Ice Center Show Ring process as the Subject Matter of the Month.

N. WI Association of Fairs Conference – January 10-13 2027

Hawig reported on the WI Association of Fairs Conference and deadline dates.

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

Shelton recognized Barb Palzewicz for the mural located on the east side of the Merchants Building restrooms.

Schuette reported on the Thank You Cards located in the Conference Room and can be used during week of fair.

Schuette reported on the Fair Appreciation scheduled for September 13.

Adjournment

Motion was made by Plate, seconded by Zipperer to adjourn at 7:56pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager