

MINUTES of EXPO-ICE CENTER BOARD MEETING

Held Wednesday, September 2, 2026

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

Present: J. Hawig, S. Binversie, K. Behnke, T. Dvorak, M. Hoffman, R. Kohlbeck, M. Lentz, T. Loritz, R. Manzano, N. Newberg, S. Pinkerton, M. Plate, C. Schleis, P. Strouf B. Ullman,

Absent & Excused: PJ Albert, K. Kohlmann, S. Schuette, R. Voss, R. Zipperer

County Board Supervisors Present:

Others Present: J. Shelton, C. Breit, 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 Newberg, seconded by Plate 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 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 – schedule meeting to look at cases, count ribbons, painting.
 - Parking – Discussion on parking process.

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 – went well.
 - Grandstand – went well.
 - Woman's Day – Over 100 people in attendance.
 - 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 – Lindsey Pionkek, 2027 Fairest of the Fair.
 - Social Media-Marketing – getting ideas for 2027. Would like to revamp vendor judging process.

Review, Discussion and Possible Action on Fair Matters

- A. ***Swine Show – Terminal – Non-Terminal Show***
Dvorak reported on the meeting held and the request to move forward with non-terminal. Discussion included updating the fair rules and market animal committee rules.
- B. ***Volunteers-Fundraising Opportunities***
No report.

C. Working Groups

Working group reports were provided.

Behnke requested a Finance meeting to be schedule to review current rates.

D. Fair Set Up/Breakdown

Plate reported on the Fair Set Up and Breakdown with discussion on the breakdown process.

E. Vendor Layout-Vendor Process

No report.

F. Traffic Control

Plate reported that Tri-Bolt did a great job.

G. Merchants Gate Parking

Friday night there were over 800 walk ins through the Merchants Gate. Need to work on RVA parking.

H. Golf Carts-UTVs

Discussion on types of golf carts needed for next year's fair.

I. Entertainment

Went well. Need to schedule an October meeting to review the entertainment for 2027.

J. AG Adventureland

Went well but tent quality was poor. Need more seats.

K. Liaisons

Luke Kalista and Bill Jones were recognized for their efforts on the new sound system including Market Animal Sale. Work on getting a quote for the Horse Sound System.

L. Appreciation Celebration

Reminder on the upcoming Appreciation Celebration.

M. 2026 Fair Pictures – Convention

Reminder to submit pictures to Schuette for the convention and will be reviewed at the October meeting.

N. Reappointments of Board Members

No update.

O. District 4 Meeting

District 4 meeting scheduled for October 8 at 9:30am in Fond du Lac.

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

Reminder to complete the registration form for attendance at the conference. Behnke, Binversie and Dvorak are attending.

Q. Fair Update

No report.

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

No report.

Adjournment

Motion was made by Plate, seconded by Strouf to adjourn at 7:49pm. Motion carried unanimously.

Respectfully submitted,
Jennell Shelton, Manitowoc County Expo Facility Manager