

Fourth of July Commission Minutes  
Meeting May 6, 2009

Present: Anida Rose, Cheryl Schober, Nancy Bertsch, Ald. Dave Ament, Sandy Molick, Nancy Perkins, Mark Schroeder, John Ziino, John Burke

Excused: Carol Nowak, Pat Palechek

--Anida Rose called the meeting to order at 7:40pm.

--**Minutes** – Ald. Dave Ament moved to approve the minutes of the March meeting. Mark Schroeder seconded. Passed.

--**Staff Reports** – Mark reported on a meeting with Melody Styba. Melody met with June Pelkola and they discussed doing an anniversary button to sell. After the discussion it was decided to pursue stickers, the size of the button, to hand out on the parade route and at the festival. Cheryl will look into it. Melody will be selling New Berlin items and a commemorative plate at the festival. She is in need of a tent with a light and tables. Mark has offered her the Park & Rec canopy. It was also mentioned to have someone with the city look into updating the banners on the street lights.

--**CFC Report** – Nancy P. and Cheryl reported on the meeting. They presented a sample of milk caps/pull tabs that the non-profits could use. Cheryl talked to the major concessions about it earlier.

--**Budget, fund raising and sponsorships** – Anida reported on the funds that have been received. Comparing with 2008, we are about \$20,000 behind. Anida and Cheryl will start phone calls next week.

-Mark discussed the city grant. The commission has been approved for \$10,000 with 2 stipulations: 1) include hotel information with mailings, and 2) demonstrate how hotels were handled in past. The commission discussed the following ideas: 1) list the hotels as major sponsors, 2) give the information to WI Singers to share with families and friends, 3) ask hotels for coupons or special offers for the 7/4 weekend, 4) mail hotel information with parade confirmation, 5) get a special hotel information sheet to include with the 3-fold, 6) include them in the 'thank you' plaque list, and 7) have a sponsor banner made for each hotel to use in the parade.

--**Public relations** – one local printer has offered to do a special 3-fold on glossy paper. Cheryl will work with them. The festival information was in the Park Rec & Forestry brochure. It will be in the city newsletter on June 1. It is on the city web site.

--**Signs** – need more detour signs for during the parade to direct people to Calhoun Road and Coffee Road.

--**July 2 – High School Battle of the Bands** -Cheryl shared copies of the judge's sheet Pat proposed. It was suggested it be sent to each band so they know what they are being judged on. Cheryl will talk to the Youth Advisory Board. A suggestion to the 'overall performance' category is to put in (no vulgarity, language, or clothing). Also, remind the bands that this is a family event. Cheryl will contact WAMI for the 1<sup>st</sup> place prize, and White House of Music for the drum set.

- **EHS/WI Singers** – Cheryl will email the mayor and aldermen asking them to be at EHS to help serve the cupcakes at intermission. An email from Carol reported that Pro Health Care Regency – New Berlin will donate 1,000 cupcakes.

--**Fireworks** – Mark has the signed contract for \$21,000. Bartolotta is contributing the 50<sup>th</sup> Anniversary sign.

--**Children's entertainment** – Pat has contacted Magic Morgan. Cheryl will get back to Discovery World. Nancy B. will contact Jr. Woman's Club for a contact for the Mini Parade.

--**Games/Amusements** – Badger Speed Skating's form has been received.

--**Carnival** – everything is set. Mark has the cards to sell for the wristband specials.

--**Concessions** – Anida reported on the major concession meeting.

--**Entertainment – Pie Judging** – Nancy P. reported she has sent invite and information to last year's judges. She is working on prizes. Sandy will help her. Nancy P. will talk to Jackie Hermann re: the setup and help from the VFW Auxiliary. Mark Schroeder moved the commission provide Nancy Perkins with \$600. Nancy Bertsch seconded. Passed.

- **Main Stages** – all contracts have been received. Badger Light and Sound contract is set.

--**Main parade** – John Burke asked for more cones for staging. Ald. Dave Ament has spoken with this year's New Berlin Miss who plans on being in the parade. The commission asked Ald. Ament to contact the past Miss New Berlin's to ride on the tram in the parade. Nancy P. will contact the junior cheerleaders from New Berlin West and Eisenhower to carry banners. Mark has received the contract from Green Beret. Many parade forms have been received. The commission decided to not have the wheel man (\$450), and to hold Billy Bear Circus Band Wagon (\$250). Ald. Dave Ament moved to approve the funds for: 3 Jolly Giants Stilt Walkers (\$750), Mississippi Mudcats (\$695), Tripoli Shrine Legion of Honor (\$200), Cottage Grove "Happy Whistlers" (\$475), New Berlin Community Band (\$1000), Tripoli Shrine Clown Unit (\$200), Milwaukee Brewers sausages (\$250), Milwaukee Police American Legion (\$200), Tripoli Shrine Concert Band (\$700), and Milwaukee Banjo Band (\$450). John Burke seconded. Passed.

--**Grounds, parking and facilities** – the ATM contract has been sent in. Mark has sent the letter to Waukesha County. The Baptist Church and signed and returned to agreement to use their land for parking. The 'parking' lights have been ordered from Night Games. Mark Schroeder moved to approve the Night Games contract for 2 portable lights for \$600. Nancy Bertsch seconded. Passed. Two generators are on order.

--**Adjournment** at 9:45pm.

Next meeting will be on Wednesday, May 27, with major concessions at 6:30pm and commission at 7:30pm.