

Fourth of July Commission Minutes
Meeting May 27, 2009

Present: Anida Rose, Cheryl Schober, Carol Nowak, Pat Palechek, Nancy Perkins, Sandy Molick, Elizabeth Carnahan/Youth Advisory Board, John Ziino, Rachel/Discovery World, Lt. Randy Alf/NBPD, Mike Neuens/NBW Baseball, Lara/New Berlin Junior Woman's Club, Denise Sagat/Magic, Mark Schroeder, June Pelkola/New Berlin Historical Society, Nancy Bertsch, Ald. Dave Ament

Excused: John Burke

--Anida Rose called the meeting to order at 7:30pm.

--**Minutes** – Mark Schroeder moved to approve the minutes from the May 6 meeting. Nancy Bertsch seconded. Passed.

--**Staff Reports** – Lt. Randy Alf/NBPD reported that everything is looking very well. The schedule was confirmed with alcohol sales ending every night when the bands stop playing. National Avenue will be closed at Sunny Slope and Coffee Roads at 11am on 7/4. The commission will remind all stands on the grounds that during the festival there are 2 ways to get the police if they are needed: 1) if you see an officer go get them, and 2) call the non-emergency number 262-782-6640. If 911 is called from a cell phone it will go to the county first then get transferred back to the city.

-Mark Schroeder reported on the family games Tanya has planned. All ages can participate in: Face Painting, Cupcake Decorating, Pin the Hat on Uncle Sam, Wheel of Fortune, and Patriotic Pride Obstacle Course.

-Anida and Cheryl met Andy who is taking over for the retired Dave Jeske. Cheryl will meet with him in June to go over the festival.

--**CFC Report** – no report

--**Budget, fund raising and sponsorships** – Anida reported that she and Cheryl have been making phone calls. Mark reported on grant items specific to 2010.

--**Public relations** – TJ Printing will be doing the 4x6 cards. Cheryl will be meeting with the Waukesha Freeman re: 25,000 flier piece. One local printer would like to design a glossy 3-fold flier for the festival.

--**Signs** – no report

--**July 2 – High School Battle of the Bands** – Elizabeth Carnahan/Youth Advisory Board reported that a lot of bands are interested in participating. They have 2 confirmed and 6 have given a verbal commitment. Board members will be going out to get donations for prizes.

- **EHS/WI Singers** – Park & Rec will order the tickets from TJ Printing. Nancy Perkins suggested before the show Anida should introduce the Mayor, past living mayors, Sue Cesar/ProHealth Care Regency, and BuySeason representatives. The VFW will present the colors and a WI Singer will sing the National Anthem. It was also suggested to have everyone sing 'Happy Birthday' to New Berlin at intermission.

--**Fireworks** – all set.

--**Children's entertainment** – Rachel/Discovery World discussed the schedule and what they could provide during the festival. It was decided they would be at the festival from 5-7pm at the Schoeneck Containers Family Tent and will bring 3-4 people. Discovery World will start off with a 'Fire & Ice' Show for 30 minutes then go to interactive tables with slime, super balls, and paper airplanes. Discovery World will invoice the commission after the festival. The commission will provide tickets for participants to use and Discovery World will provide containers at each table to put the ticket in.

--**Special** – June Pelkola/New Berlin Historical Society reported on the grade schools participation in an art/essay contest for the celebration. There were approximately 200 entries. Six Historical Society members judged the entries. Chase Bank has donated 4/\$50 savings bonds. The winners will be sent a letter to pick up their prize at the Historical Societies stand during the festival. Some of the entries will be put on display at the New Berlin Library after the 4th.

-Pat Palechek reported that Magic Morgan will be at the festival for the Mini Parade and later on the grounds.

--**Games/Amusements** – forms have been received from Boy Scout Troop 93, Badger Speed Skating, EHS Softball, New Berlin Chamber of Commerce, New Berlin Historical Society/City of New Berlin, DARE/New Berlin Police Dept.

--**Carnival** – all set.

--**Concessions** – Anida reported on the Major Concession meeting.

-Commercial Vendor forms have been received from Ice Biz, Josh Davidsz Catering, Kozie's Express Concessions, and Sculpting Craze/Airbrush Tattoos.

--**Entertainment – Pie Judging** – Nancy P. is sending out entries to past participants and churches. She attended the VFW Auxiliary meeting and discussed a possible new set up/layout which depends on how many entries come in. Coffee will not be available this year.

- **Main Stages** – Cheryl will get a copy of the festival schedule and stage band rules to each band.

-**National Dash** – Lara/New Berlin Jr. Woman's Club talked about the walk/run on July 4. The Jr. Woman's Club received a city grant and are working with the local hotels. The Brewer sausages will be at the beginning of the race then go to staging for the parade. "Green" bags have been donated by a local bank for the participants. It was decided to have Moorland & National closed by 11:45am and the race will start at 12 noon. The participants will proceed east in the eastbound lanes and west in the westbound lanes. The turn around is at New Berlin True Value. New Berlin West cheerleaders are helping to cheer on the participants along the route. Cheryl will get them both portable sound systems to use during the event (deliver to the mini parade). Cheryl will ask WOW for a trailer to cool at least 800 bottles of water for the participants.

-**Special** – Lt. Randy Alf introduced Mike Neuens who is the coach for New Berlin West Boys Baseball team. They would like to schedule a game vs. Eisenhower's Boys Baseball team during the 2010 festival. It will be a non-conference game and could become an annual part of the event. The game would be held on the hardball diamond behind the west tent and last approximately 2 ½ hours. The teams would meet at their schools to warm-up before arriving at the park. The teams would be required to provide spotters by the outfield fence to get any homeruns before they hit the tent area. Mike will talk to both teams about their participant in other areas of the festival (parade) and report back as to a good time to hold the game. The commission suggested holding the game on July 3.

--**Main parade** – Denise Sagat/Magic reported there will be 30-40 parade banner carriers.

-Cheryl will obtain an updated map and make copies for those in staging to hand out. John Z. will meet with John B. to determine where more cones are needed. Ald. Dave Ament is working on contacting past New Berlin Miss's. Nancy P. reported on banner carriers. She spoke with Melody Styba who offered special "50th" tattoos for the banner carriers. John Z. will check with Festa Italiana re: Italy's national flag throwers coming in for Festa.

-Many parade forms have been received. Nancy Perkins moved to pay C.L.O.W.N.S. of Waukesha \$200, Milwaukee Metropolitan Community Concert Band \$750, and Bleu Belle Farm \$300. Mark Schroeder seconded. Passed. Cheryl will ask Bleu Belle Farm if their unit can carry the grand parade marshals (4 past mayors).

--**Grounds, parking and facilities** – Denise Sagat reported the parking schedule is set and they are not changing things from last year. Denise needs to have a meeting with Mark Schroeder and Andy. Cheryl will confirm tent setup and takedown with Karl's. John Z. and Cheryl will meet with Andy and Mark re: layout of festival grounds and parade.

--**Adjournment** at 10:35pm.

Next meeting for the commission will be on **Wednesday, June 10, 2009, at 6:30pm.**