

Fourth of July Commission Minutes
Meeting September 30, 2009

Present: Anida Rose, Pat Palechek, Carol Nowak, Cheryl Schober, Nancy Bertsch, Ald. Dave Ament, John Burke, Sandy Molick

Excused: Mark Schroeder, Nancy Perkins

--Meeting called to order at 6:400pm by Anida Rose

--**Minutes** –Sandy Molick moved to approve the minutes from the July meeting. John Burke seconded. Passed.

--**Staff Reports** – Cheryl discussed items for the time capsule. It was decided to include a Schoeneck Container's fireworks button, a 4x6 card with the schedule, a 3-fold flier with the menus and schedule, and one of the Jr. Woman's Club National Dash shirts. Cheryl will take these to the mayor's office and ask the Jr. Woman's Club to include a copy of the participants with their times.

--**CFC Report** – October 13 will be the first meeting and they have moved to St. Aloysius. Nancy Bertsch moved to approve \$80 for CFC membership. Carol Nowak seconded. Passed.

Celebration 2010

--John Burke moved to hold the 2010 festival on July 2, 3, 4, 2010. Pat Palechek seconded. Passed

--**Theme** – suggestions for 2010's theme are: 'Let Freedom Ring'; 'This is My Country'; 'Celebrating the American Spirit'; 'The Spirit of America in New Berlin'; 'We the People'; 'American Patriots'; 'Proclaim Liberty Throughout All the Land'; 'America, the Beautiful'; 'A New Birth of Freedom'; 'Of the People, By the People, For the People'; 'American Patriotism'; 'Symbols of America'; 'Stars and Stripes Forever'; 'This Land is Your Land'; and 'America – Embracing Planet Earth'. Pat Palechek moved the 2010 theme to be 'The Spirit of America in New Berlin'. Carol Nowak seconded. Passed

--**Budget, fund raising and sponsorships** – Anida reported that Mark informed her our budget would be the same in 2010. Ald. Ament confirmed.

--**Public relations** – it was suggested that the 4x6 schedule card be included in the WI Singer program.

--**Signs** – no report

--**July 2** –

--WI Singers – Anida sent a thank you letter to the WI Singers with 14 pictures of their 2009 performance at EHS. Cheryl will contact the WI Singers for a contract for July 2, 2010.

--High School Battle of the Bands – Cheryl attended Muskego's Teen Idol semi-finals competition and shared pictures. Cheryl will check with Muskego organizers about the stage and benches they used. John Burke moved to substitute the High School Battle of the Bands with New Berlin's Got Talent on July 2. Sandy Molick seconded. Passed. Cheryl will contact the Youth Advisory Board and Pat will help.

--**Fireworks** – Anida sent a thank you letter to Paul Schoeneck for Schoeneck Containers continued fireworks sponsorship. Cheryl will continue to invite Jon Leyrer to future meetings. Mark should contact Bartolotta for a contract.

--**Children's entertainment** –

--Mini Parade – Anida asked Cheryl to contact 'Violet the Clown' (June Pelkola) to attend the mini parade and help entertain the children.

--Flashlight Candy Hunt – Cheryl is working on file for the Fire Dept. re: the flashlight candy hunt. Discussion followed about the age brackets. John Burke moved the age bracket should be kindergarten and under with supervision; grades 1 thru 4; and grades 5 thru 8. Nancy Bertsch seconded. Passed.

--**Games** – no report

--**Carnival** – Mark has sent a contract to Spectrum.

--**Concessions** – Cheryl will invite the Waukesha County Health Dept to a commission meeting. Dave, Kozie's Concession, has some ideas to present to the commission.

--**Entertainment** – Cheryl has been in contact with many bands and entertainment companies. (See attached 'Tentative Schedule' for bands and times.) Cheryl will contact the groups for contracts.

--Main Parade – Ald. Ament reported that Coffee Rd. is scheduled for reconstruction from National to Calhoun in 2010. He will keep us informed of the schedule. There was discussion about the buses and semi's and horse trailers wanting to stay with their units. It was decided that after dropping the units at their staging spot the vehicles should go to Michelle Whitmer Drive and stay there until the last unit (city street sweeper) passes and then follow it to the end of the parade to pick up their units along National Ave. west of the Street Dept./Al Stigler Pkwy. There were quite a few gaps during the parade even though they leave staging with the proper distance. It would be nice to have more volunteers along the route to make sure the gaps are under control and the bands play throughout. The commission has decided the parade should be kept to no more than 100 units. The American Legion Milwaukee Police Post 415 was unable to attend the parade due to problems with their paddy wagon. They are asking for donations to help repair it. John Burke moved the commission offer them \$250 to appear in the 2010 parade. Nancy Bertsch seconded. Passed.

--Grounds, parking and facilities – Cheryl will contact the Red Cross to see if they would be available to be on the grounds July 3. Mark's notes stated more picnic tables needed by main tents, the horseshoe pits are a safety issue, and check into potential lighting for center of park (game/vendor area).

--Before adjourning, Anida asked the commissioners to help Cheryl organize the parade entries, and non-profit and commercial vendor groups for each meeting as they come in. Carol, Pat, Sandy and Nancy Bertsch volunteered.

--Adjournment at 9:20pm.

Submitted by
Cheryl Schober
7/4 Coordinator

The next Commission meeting will be on Wednesday, October 28, at 6:30pm.