

Fourth of July Commission Minutes
Meeting January 30, 2008

Present: Joan Campione, Lara/Junior Woman's Club, Carol Nowak, Carol Banker, Nancy Bertsch, Pat Palechek, John Burke, John Ziino, Lt. Randy Alf, Mark Schroeder, Cheryl Schober, Denise Sagat/New Berlin Magic, Atty. Mark Blum, Ald. Dave Ament, Nancy Perkins, Larry Kangas

Excused: Anida Rose

--Meeting called to order at 7:30pm by Cheryl Schober

--**Minutes** – Mark Schroeder moved to approve the minutes of the November 28, 2007, commission meeting. Joan Campione seconded. Passed.

--**Staff Reports** – no report

--**CFC Report** – Cheryl, Nancy P., and Carol attended the Trade Show at Serb Hall. They talked with many vendors and got many ideas that will be reported on in February.

-The Reinhart Food Show will be April 1 if anyone is interested.

--**Discussion and possible action regarding parade theme** – Mark Schroeder introduced City Attorney Mark Blum. The theme the commission chose in October, 'In God We Trust', was brought to his attention and he came to discuss it. A lengthy discussion followed. Mark Schroeder moved to rescind the theme and select another theme for 2008. Nancy Bertsch seconded. Passed with 5 commissioners voting yes and 3 commissioners voting no. The commission discussed a new theme including suggestions from Anida. 1) Land of the Free, Home of the Brave, 2) A New Birth of Freedom, 3) We The People, 4) America the Beautiful, 5) God Bless America, 6) Yankee Doodle Dandy, and 7) It's a Grand Old Flag. Carol Nowak moved to have 'Yankee Doodle Dandy' as the theme for 2008. There was no second. Nancy Bertsch moved to have "It's a Grand Old Flag" as the theme for 2008. Carol Nowak seconded. Passed.

--**Budget, Fund Raising and Sponsorships** – Mark reported the commission received the \$10,000 grant money for 2007

--**Public Relations** – Nancy Perkins introduced Larry Kangas from 102.1 & B93.3 & 1290 radio stations and CFC. She discussed PR and the radio's involvement with the festival and he came to talk to the whole commission. He would create on-air segments for the festival. Also, suggested letting car dealers display vehicles on the grounds for a fee to cover advertising. He/we could offer 'Family 4 Packs' on the air to be used on the grounds. The station(s) could come on premises to do a live 2 hour show and could bring some games (i.e. Wii, Game Crazy, Guitar Hero). If we did a raffle he could help with prizes. He could also help with fund raising. Cheryl will meet with Larry to discuss things at a further date.

--**Signs** – no report

--**July 2** – East Tent – there are band suggestions and Cheryl will talk to Larry Kangas about the radio stations involvement. Larry Kangas was going to check with Ride and see about bringing the BMX Demo Team to the basketball courts for 7/2.

--**Fireworks** – no report

--**Children's Entertainment** – Nancy P. talked about Jim Mitchell Magic for all day 7/4. Walt Smith has offered to do 2 hours for \$250 on 7/3 or 7/4 (he was on the grounds in 2005).

- Mark had the contract for Jo Don Farms. Mark Schroeder moved to approve the contract with Jo Don Farms for July 4, 2008, for \$687.50. Nancy Perkins seconded. Passed.

--**Games** – Cheryl will redo the forms and letters and mail them.

--**Carnival** – Mark has emailed Chip.

--**Concessions** – Cheryl had the first meeting with the major concessions tonight (see attached notes). Cheryl will redo letters/forms and mail them.

--**Entertainment** – Pie Judging – Nancy P. reported that the times for 7/3 will stay the same. More lights are needed for the Schoeneck Shelter. More help is needed under the tent during judging. The VFW Auxiliary is committed to selling the pie slices. Cheryl will ask the Youth Board to help drive

the golf carts with the winners to their cars. Mark Schroeder moved to grant up to \$200 for Nancy Perkins to approach community groups to assist under the tent during pie judging. Nancy Bertsch seconded. Passed.

- Main Stages – Cheryl spoke with Twang Dragons and Roadogz at the trade show to perform on 7/4 from 12:30 to 4:30pm. Twang Dragons will perform for the same amount at 2007. Roadogz has asked to increase from \$650 to \$700. Nancy Perkins moved to approve \$700 for Roadogz. Carol Nowak seconded. Passed.

--**Main Parade** – Mark sent letters to the parade bands. Cheryl will redo the letters/forms and mail them. John Ziino reported problems with spectators sitting in the staging area. He would like to have signs made and posted: STAGING AREA - NO SPECTATORS Beyond this Point. Joan will handle the banner carriers with Carol.

--**Grounds, parking and facilities** – Mark sent out the bid letters for the tents. Port-A-John is under a 2 year commitment.

- Parking – Denis Sagat reported Magic is committed for 2008.

--**Adjournment** at 10:55pm.

Submitted by
Cheryl Schober
7/4 Coordinator

The next Commission meeting will be on Wednesday, February 27, with Major Concessions meeting at 6:30pm and the Commission meeting at 7:30pm.