

Fourth of July Commission Minutes
Meeting June 11, 2008

Present: Anida Rose, John Ziino, Mark Schroeder, Pat Palechek, Lt. Randy Alf, Carol Nowak, Nancy Perkins, Denise Sagat/Magic, Cheryl Schober, Katie Schober/Youth Advisory Board, Nancy Bertsch, Joan Campione, Ald. Dave Ament

Absent: John Burke

--Meeting called to order at 7:05pm by Anida Rose

--**Minutes** – Mark Schroeder moved to approve the minutes of the April 30 meeting. Pat Palechek seconded. Passed.

-Nancy Bertsch moved to approve the minutes of the May 28 meeting. Nancy Perkins seconded. Passed

--**Staff Reports** – Lt. Randy Alf passed out the phone numbers for commissioners to use during the festival. Discussed the National Dash. The run/walk will start just south of the Safety Building and end in the same area. The event will be contained to National Avenue, from Calhoun to in front of Maritime Bank. One problem is spectators sitting in the median turn-around where the participants need to turn. Will see about Jr. Woman's Club members helping and signs to keep this area clear till the parade starts. Cheryl will have Don Hermann/VFW contact him re: the unit catching their bus to staging. John Ziino asked the Police Dept. to not allow any units into staging from Moorland, Coffee and WalMart. Magic will probably have to help with the motorcycle parking this year. Magic will need police help before the fireworks at Casper and National to help with directing (this worked real well in 2007). After the fireworks the traffic on Casper will turn into a one way southbound and go east on National. The vehicles from the Recycling Center will head north to Coffee. The shuttle buses will be allowed to go back and forth on National as needed to get people to their vehicles. The commission will need to help with the grounds after the fireworks.

--**CFC Report** – no report

--**Budget, fund raising and sponsorships** – Anida and Cheryl have been making phone calls. Pat has offered to help. Sponsorships are coming in. Some are going up.

--**Public relations** – Cheryl passed copies of the 3-fold local printers will do. TJ Printing did the 4x6 card and those were given to the public grade schools and Holy Apostles grade school before ending for the summer. The Valpak insert was received in the mail the first week of June. An article was in the City Leaflet. Cheryl has sent in the info for the posters from WOW. Cheryl is working with NOW, and the Waukesha Freeman.

--**Signs** – Cheryl will ask streets to make signs for the basketball and softball teams.

--**July 2** – High School Battle of the Bands – Katie reported they have 10 bands committed. They will be taking forms until June 15. The judges will be: Nancy Perkins/commissioner, Joan Campione/commissioner, Chuck/musician, John Hauser/co-owner TEC and musician, Kevin Machan/musician and WAMI board member, plus some of the YAB members.

-WI Singers – tickets will be available at Park & Rec June 19. Ald. Dave and Peggy Ament, Mark Schroeder, Carol & Mike Nowak, Nancy Bertsch, and John Burke will help Anida & Jim Rose at EHS. Cheryl will line up the food and water. (John Ziino, Cheryl, and Pat will stay at the grounds.)

--**Fireworks** – Mark reported that everything is set. He will be meeting with Bartolotta soon.

--**Children's entertainment** – North Shore Bank will be sponsoring the Family Games and will bring popcorn to hand out and a game. They will contact Tanya to set this up. North Shore Bank will also be sponsoring Jo-Don Petting Zoo.

-Flashlight Candy Hunt – Ald. Ament reported the Fire Dept. sent a letter to businesses for donations of funds and/or candy.

-Mini Parade – Cheryl will get the participant ribbons ready.

-Discovery World – Joan will contact. Nancy Bertsch moved to approve a \$500 budget for Discovery World activities. Pat Palechek seconded. Passed.

--**Games/Amusements** – at this time forms have been received from: Rad Rich's BMX Time Warp, Boy Scout Troop 93, EHS Softball Booster Club, charcoal portraits, Badger Speed Skating, and Pinnacle Health Solutions. Cheryl has also talked with the VFW and Take A Soldier to the Movies. Commercial vendor forms have been received from Sidex, Kozie's Express Concessions, airbrush tattoos and crazy hair-do's, Hoffmann's Roasted Nuts, and pizza.

--**Carnival** – Mark has received the certificate of insurance. The wristbands should arrive soon for Park & Rec to sell. Mark will contact the carnival to start setting up before the weekend.

--**Concessions** – Cheryl will remind the major concessions of their fee.

--**Entertainment** – Pat Palechek moved to approve a contract for Bob Kann, roving juggler/magician, for \$500 on July 4 from 3:30-7:30pm. Mark Schroeder seconded. Passed.

-Pie Judging – Nancy P. has 7 confirmed judges and needs a total of 12. She met with owner of Gingerbread House (border of New Berlin and Muskego). Carol and Nancy went shopping for ideas for the prizes. They stopped at U BAKE IT on Bluemound Road and they are donating 4/\$25 certificates, 4/\$10 certificates and 4/\$5 certificates. Nancy received an email from the VFW Auxiliary. The Auxiliary will provide everything for serving coffee with the pie. The commission will supply the plates, napkins and forks. Cheryl will get the participation ribbons to Nancy P.

--**Main Parade** – More forms have been received including Daley Debs asking for \$600. Mark Schroeder moved to approve \$600 for the Daley Debs. Ald. Dave Ament seconded. Passed. John Ziino had a parade form from the Happy Whistlers asking for \$475. Mark Schroeder moved to approve \$475 for the Happy Whistlers. Nancy Perkins seconded. Passed. The Whitnall HS Band and Celtics will not be in the parade this year. So far we need to locate 4 vehicles for units. Ald. Ament reported he was asked by some of the aldermen to use the tram in the parade. Nancy Perkins moved the Fourth of July Commission provide a banner listing the aldermen that the banner carriers will carry. Joan Campione seconded. Passed with Ald. Ament abstaining.

-Banner Carriers – Joan will get contact information from Mark for New Berlin Stars and New Berlin Heat. Cheryl will get Joan information to contact New Berlin Kickers.

-The EHS Boys Basketball team and the EHS Girls Softball team will be co-grand parade marshals. A vehicle is needed for the boys. Cheryl will buy flags for each member to wave.

--**Grounds, parking and facilities** – Cheryl will take care of getting info to Port-A-John.

-Parking – Denise/Magic asked for 2 – 6 passenger golf carts and 1 utility cart. Mark will check with Dave Jeske about putting the sign in the Casper Dr. parking lot. Mark has ordered the light towers from a new vendor. Denise will pick up the vests and flags from Park & Rec at a later date. Denise will meet with Dave Jeske re: lines for parking. Discussed each parking area and the west soccer fields are questionable at this time. Mark will confirm with Utilities putting a trailer in their north lot, with no power needed, and putting snow fencing around it. They will be handing out the 3-fold flier and a flier/fund raiser with the Waukesha Freeman. Magic will provide 20 to 25 kids to be banner carriers.

--**Adjournment** at 10:15pm.

Submitted by
Cheryl Schober
7/4 Coordinator

The next Commission meetings will be on Wednesdays, June 25, at 7:00pm.