

New Berlin Fourth of July Commission Minutes for Wednesday, January 31, 2007

Commissioners present: Anida Rose, Cheryl Schober, Mark Schroeder, Jim Belland, Nancy Bertsch, Dave Ament, and John Burke.

Commissioners excused: Joan Campione, Carol Nowak, and Nancy Perkins

Others present: John Ziino, Parade Chairman, Pat Palechek, and two representatives from the New Berlin Jr. Women's Club, Amy Sarypchak and Lara Szatmary.

The meeting was called to order at 7:30PM by Anida Rose.

On a motion by Nancy Bertsch and second by Dave Ament the minutes of the December 6, 2006 meeting of the New Berlin Fourth of July Commission were approved as printed.

Cheryl presented the Commission with the song lists of 6 possible bands to be used during the 12:30PM to 4:30PM time slot on July 4, 2007. The Commission listened to CD's from each of the groups. After discussion of the various groups it was the recommendation of the Commission that we select The Twang Dragons and the Roadogz as our first and second choice for 2007. Motion by Mark, second by Jim, motion carried.

Mark reported that the City Budget for the Commission would remain the same as in 2006.

Total 2006 revenue as of this date is \$77,301.90, up \$3,910 over 2005. Continued outreach to our true blue sponsors and potential new sponsors is necessary in order to continue to provide the best possible New Berlin Family Fourth of July Festival.

Cheryl reported that the thank you plaques for our sponsors have been ordered and will be delivered to our sponsors as soon as possible. The donation letters should be ready by the next meeting. Letters and forms will also be revised and ready for the next meeting.

Randy Alf, New Berlin Police Department, was not able to attend the Commission meeting, but he sent a written report with his recommendations on the proposed Run to be held on July 4, 2007, just before the Main Parade.

Randy is aware of the need for a uniformed officer to be present in each tent during the High School Battle of the Bands. These officers will be on duty for the Battle of the Bands this year. Randy promised the continued cooperation of the New Berlin Police Department in working with the New Berlin Fourth of July Commission during the Festival.

Mark reported that he has received a Fireworks contract from Bartolotta Fireworks Company, and he is in the process of reviewing it. Since our Fireworks Sponsor,

Schoeneck Containers, will be celebrating their 35th Anniversary this year, we need to discuss with them what special things we can do as a Commission to honor Schoeneck Containers during the Fireworks show and during the 2007 Festival.

Some concern was expressed by Cheryl that the Nbfd Flashlight Candy Hunt might not be held this year. Cheryl and Dave will investigate this “rumor” and contact the Nbfd and report back to the Commission at the February meeting. It is very important that this most successful event continues to be part of the New Berlin 4th of July Family Festival.

Mark has received a contract from Jo-Don’s Farms Inc. for 2007 in the amount of \$650. On a motion by Nancy Bertsch, second by Jim, Jo-Don’s Farms Inc. the contract was approved.

The 2007 Mini Parade will be held on July 4, 2007. The staging will begin at 9AM, with the Parade at 9:30AM, sponsored again by the New Berlin Jr. Women.

The Discovery World representative will be invited to attend the next meeting to discuss the different kinds of children’s activities that will be available to us for the family tent this year.

Mark reported that he continues to be in contact with Rainbow Valley Rides Carnival, and they assured Mark that they would be returning in 2007. The schedule for their opening on the grounds will be determined by how quickly they can set up. It was suggested that, if possible, the bigger teen-type rides be set up first to be ready for the High School Battle of the Bands night.

Games – No report.

Concessions – No report. The first Concession Meeting will be February 28, 2007 at 6:30PM. All Major Concession will be notified. WOW will also be invited to attend this Concession Meeting.

The New Berlin Jr. Women shared their goals and objectives in sponsoring The Run on the Fourth of July. John Burke will continue to work with them on a possible “circle route” beginning and ending at Malone Park. Because The Run is a new addition to our events on the Fourth of July, it is very important that we work directly with the Jr. Women and the NBPD and consider all aspects of traffic safety for the runners including road closures and police availability. It is the recommendation of the NBPD that The Run be timed to start as close to the Main Parade start of 1:00PM, as possible as the NBPD will not have enough officers to assist with The Run and cover the street closings as well.

John Burke will attend the New Berlin Jr. Women’s Board Meeting and iron out the details of The Run, and have a report for the February Commission Meeting.

Mark reported that he would send out 6 letters to our top Main Parade Marching Bands for their participation in the Main Parade. Cheryl will contact the West Allis Lancer Band to also participate in the Main Parade.

John Ziino, Parade Chairman, expressed his concern that all Fourth of July Commissioners be available for Parade Staging, as this is critical for the success of the Main Parade.

Dave reported that he would continue to work with Ted Wysocki on getting a "Fly Over" for the Main Parade.

Mark reported that he has a contract from Port-A-John for 74 units at \$4,200. Mark will have a full report at the next meeting and we can discuss the contract at that time.

Mark presented the three bids that were sent out for the 2007 tent rental contracts. They were as follows: Area Rental - \$7,300, Area Rental does not include the 2 Light Towers at \$94.50 each, but does include the tent globe lights. The other two contracts were from Karl's - \$8,966, and Tent Masters - \$9,956.

On a motion from John Burke, second by Jim Belland the Area Rental lowest bid of \$7,300 be accepted with the addition of 2 Light Towers for an additional \$94.50 each, with the added condition that the side poles on both Main Tents need to be at least 9 feet tall. A discussion followed. Motion passed.

Jeremy Griebing at Area Rental will be notified his contract will be accepted with the addition of the 2 Light Towers and that the tent side poles be at least 9 feet tall.

Cheryl will work on contracting the 40x40 yellow stripe tent for the Family Tent activities.

Our parking sponsor, Magic, will be invited to attend the next Fourth of July Commission Meeting on February 28, 2007.

Meeting adjourned at 10:30PM.

A. Rose