

Fourth of July Commission Minutes  
Meeting March 28, 2007

**Present:** Anida Rose, Pat Palechek, Amy & Julie/NB Jr. Woman's Club, Jim Belland, Carol Nowak, Nancy Perkins, Cheryl Schober, Nancy Bertsch, Bud/Hal's Harley-Davidson, John Ziino, Stacy Mills & Matt Leece/Discovery World, Ald. Dave Ament, Joan Campione

**Excused:** Mark Schroeder, Denise/Magic

**Absent:** John Burke

--Meeting called to order at 7:30pm by Anida Rose

--**Minutes** – Ald. Dave Ament moved to approve the minutes from the February meeting. Jim Belland seconded. Passed.

--**Staff Reports** – Cheryl read the list of Family Games Park & Rec will provide on July 3. The list includes: a face painting station, Patriotic Pride (creating hats), Uncle Sam Wants You obstacle course, High in the Sky with a patriotic ball, and Flags for the Soldiers.

--**CFC Report** – Nancy P., Carol and Cheryl went to the meeting. Nancy reported on the new beer (lemonade beer) there and that some of the calendars would be available at the April meeting.

**Celebration 2007**

--**Budget, fund raising and sponsorships** – Mark had staff submit the Phase I portion of the grant application which is due by March 30. The council raised the maximum grant award so our request was also increased.

--**Public relations** – Mark noted that 1 page with the schedule of events will be included in the City Newsletter and the Park & Rec Brochure. The city newsletter will also include a short article on the Pie Contest and Run/Walk. The city newsletter deadline is May 4. The city website will also include a copy of the registration forms for both events. There was also a flier from Gary Marquardt re: promotions through the Taste of Summer (all CFC events will be listed in this flier).

--Cheryl met with Jim Porter/NOW paper. Jim will put info together and get it to Cheryl before the next meeting re: the flier insert, etc.

--**Signs** – Cheryl and Lt. Randy Alf met with streets re: signs for this year. We will update them as needed.

--**July 2** – the Youth Advisory Board is working on the HS Battle of the Bands.

--**Fireworks** – The signed contract and fireworks permit have been received from Bartolotta's. The certificate of insurance should be received next month. Mark has spoken with Jon/Schoeneck Containers re: the special ground display, and will discuss this further with Bartolotta.

--**Children's entertainment** – The Jr. Woman's Club will get Nancy B. a contact for the Mini Parade very soon.

--Cheryl spoke with NBF D Dallman about the Flashlight Candy Hunt and having paramedics available on the grounds July 3 and July 4. He will check with the Chief and get back to us.

--**Games** - Cheryl spoke with both high schools about booster club lists, etc. Letters will be mailed to them then.

--**Carnival** – Mark is still waiting final confirmation from Rainbow Valley Rides. Cheryl emailed Chip a festival schedule.

--**Concessions** – Anida reported on the Major Concession meeting (see attached notes).

--**Entertainment** – Bud/Hal's Harley-Davidson met with Cheryl and John Ziino the week prior to the meeting re: Buell's stunt team being in the parade and doing 2 shows on the festival grounds. Bud explained that it is Buell's annual homecoming with races at Elkhart Lake the weekend after the festival and a special reception at Hal's on July 5 with the stunt team. The team will ride in the parade with the KMHOG chapter and probably have a float (John Z. will get Bud info on renting a float). They would like to do 2 – 15 to 20 minute shows after the parade. Cheryl had Park & Rec get the measurements of the gazebo parking lot (150'x280' with a total of 318 parking stalls) and the shows would fit there but the parking lot will have to be closed to the public until they are cleared out. The commission consensus is to have the shows at 3:30pm and 5:30pm. Hal's will provide fencing to keep

the spectators back and possibly some bleachers. Hal's will be doing PR on this event besides the commission PR. The Sportsman's Channel in New Berlin sponsors Tom Bradford who works at Hal's and races.

--Stacy & Matt/Discovery World brought ideas to do at the festival this year. Ideas are: a baggy with a pieces inside to put together a 'Water on the Move' key chain and instructions with what each piece means; 'screaming balloon' made with a hex nut in a balloon; 'derby car' made out of a milk carton (a ramp would be setup to race it) (might sell separately depending on cost); 'straw rockets'; bubbles; slime; paper airplanes. The staff will be wearing white lab coats. Stacy said the charge would be \$30/hour/table and she will send a contract soon.

--Amy & Julie/NB Jr. Woman's Club co-chair the run/walk. They have added a raffle and each participant will get a ticket for each food item they bring for the NB Food Pantry. They will get a list of the donations/activities the group does to Anida. The run form is final and will be available on their web site. They also came up with a special logo. John Ziino will talk with John Burke re: runners on Witmer during staging time while many units will be there and there are residents living in condos by the library so the road needs to be open for them, too. Amy & Julie will find out if power is needed for the timing at the end of the race.

--Eagle & Friends/Schlitz Audubon Society – a contract was received but after reviewing it and the addition of the Buell stunt shows Cheryl will talk to them about reducing their time to one hour between the shows.

--Mark is waiting for the contracts from WI Singers and The Toys. Cheryl will request them again.

--Pie Judging – Nancy P. reported that we need 12 judges this year and many more volunteers. Ald. Dave Ament moved to give the pie and coffee proceeds to the New Berlin Veteran's Memorial in 2007. Passed. The commission will try to have the judges set by the next meeting.

--**Main Parade** – Mark mailed contracts on Feb.6 and has received signed contract from Green Berets. Still waiting to hear from Whitnall HS Band, Celtic Nations Pipes and Drums, Blue Stars Drum & Bugle Corps, and the Lighthouse Brigade Band. Mark will be sending a letter to Waukesha County re: road closure for the parade.

--Banner carriers – Joan will ask the General's when they have tryouts after Easter. Nancy P. will also talk to Denise/Magic.

--Nancy P. spoke with the Elegant Gypsies' representative. Their contract is \$300 for the parade and 2 hours on the grounds. After much discussion the consensus is they would not fit into the schedule.

--**Grounds, parking and facilities** – Mark has signed the contracts and sent them to Port-A-John and Area Rental. Mark is working on setting up a meeting re: power requirements/availability in the east tent. The ATM contract has been signed and returned. Mark has received the signed agreement with the First Baptist church for parking.

--Denise/Magic will be at the April meeting.

--Cheryl will ask Kristen Marlin to sing the National Anthem on July 4.

-- Ald. Dave Ament moved that the entire Fourth of July Commission endorse naming the Malone Park shelter the "Schoeneck Pavilion". Seconded by Pat Palachek. Passed. This will be forward to the Park, Rec & Forestry Commission.

--**Adjournment** at 10pm

Submitted by  
Cheryl Schober  
7/4 Coordinator

**The next Commission meeting will be on Wednesday, April 25, at 7:30pm.**