

Fourth of July Commission Meeting Minutes
April 25, 2007

Present: Anida Rose, Pat Palechek, Carol Nowak, Nancy Perkins, Cheryl Schober, Alderman Dave Ament, John Ziino, Nancy Bertsch, and Mark Schroeder. Also present was Denise Sagat representing the New Berlin Magic.

Excused: Jim Belland, John Burke, and Joan Campione.

Call to Order – The meeting was called to order at 7:30 p.m. by Anida Rose.

Minutes – Nancy Bertsch made a motion to approve the minutes from the meeting of March 28, 2007, Dave Ament seconded. Motion carried unanimously.

Grounds, parking and facilities – The agenda was advanced to welcome Denise Sagat of the New Berlin Magic, and to discuss parking for the celebration. Based on the schedule of events, Denise indicated that the Magic organization would staff parking on July 2nd and 3rd from 5:00 to 9:00 p.m. and from Noon to Fireworks on July 4th. Also discussed was the addition of the Buell's stunt team event in the gazebo parking area on July 4th, and how this event would impact parking. It was decided to post signage noting the Gazebo parking lot would be closed from Noon until 6:00 p.m. on July 4th to allow for Hal's Harley to set up and take down for the event. Denise stated she would need 1 utility cart and 3 golf carts for the volunteers to use throughout the three days. The Magic has also committed to providing up to 40 kids to serve as banner carriers for the parade.

Staff Reports - None

CFC Report – Nancy Perkins and Cheryl Schober attended the last meeting. No report.

Celebration 2007

Schedule – The commission reviewed the tentative schedule of events. Only one addition was noted, Rainbow Valley Rides will be offering a wristband special from 5:00 to 9:00 p.m. on July 3rd, with Unlimited Rides for \$15.

Budget, fundraising, and sponsorships – Mark noted the Phase I portion of the grant application had been approved by the Special Project Commission. He will now submit the Phase II portion by the deadline of May 4th. The commission is hopeful to be awarded the maximum grant award amount of \$10,000. Anida noted that sponsorship letters have been mailed. Pat mentioned she met with and secured a \$200 donation from a new sponsor Caliendo – Savio Enterprises!

Public Relations – Event schedule cards will be printed for distribution to the schools. The park and recreation dept. brochures will be distributed this week. Mark distributed copies of the 4th of July Celebration schedule of events that are included in the brochure. The city web site includes copies of the Pie Contest and Run/Walk forms. Staff will be including a full page listing of the celebration schedule, as well as articles on the Pie Contest and the Run/Walk in the June 1st issue of the city newsletter.

Signs – Signs will be updated as needed. Note adding the closing sign for the gazebo as previously noted in the minutes.

July 2nd Events – Cheryl reported that Teddy Schober and the Youth Advisory Board have five bands interested in competing in the **Battle of the Bands**. The goal is to secure 10-12 bands for the event. Motion by Mark and seconded by Cheryl to provide a total of \$575 in prize money with a breakdown as follows: 1st place \$200, 2nd place \$150, 3rd place \$100, 4th place \$75 and 5th place \$50. This is the same amount of prize money as in 2006. Mark also mentioned that the **Wisconsin Singers** contract has been signed for 2007.

Fireworks – Mark has signed and mailed the fireworks contract with Bartolottas. He will be meeting with Bartolottas and John from Schoeneck to discuss the set piece.

Schoeneck Pavilion – Mark indicated that the Parks, Recreation & Forestry Commission approved the recommendation of the 4th of July Commission to name the Malone Park shelter “The Schoeneck Pavilion”. This recommendation will go before the Common Council on May 8th for final approval. The commission discussed the types of signage and plaque that should be installed on the pavilion. Mark will check into various sign designs for discussion at the May meeting.

Children’s Entertainment – Mini parade, flashlight candy hunt

Nancy Bertsch informed the commission the Junior Women’s Club chairperson for the mini parade is Carolyn Woodcock. The fire department is all set to sponsor the Flashlight Candy Hunt. Nancy Perkins contacted **Magic Morgan** and his price is the same as 2006 which is \$225 for balloon sculptures for the mini parade, and \$250 for magic in the family games tent. Motion by Nancy Bertsch, seconded by Nancy Perkins to contract with Magic Morgan for a total of \$475. Motion carried unanimously.

Games – To date, the only response is from the Badger Speed Skaters. Cheryl also mentioned the Eisenhower Football Booster Club may register to provide a game booth this year.

Carnival – Mark has received the signed contract and certificate from Rainbow Valley Rides!

Concessions – A Major Concessions meeting was held earlier tonight. The food and drink menus were confirmed at the meeting.

Entertainment (pie judging, main stage) – Mark reported the pie contest form is on the city web site, and an article will be placed in the city newsletter. Nancy Perkins reported they will be going to a new registration procedure this year as well as new format for pie judging. A total of 9 judges have been secured for the contest, and three more are needed. The commission needs to help solicit more volunteers. The VFW Auxiliary will be contacted on this. Commissioners are asked to think of prize ideas that would be appropriate for men as well as women contestants. Mark has received the contract for **The Toys**.

Main Parade – Mark has received signed contracts from the Green Berets and Celtic Nations Pipes & Drums. He is waiting for responses from the Lighthouse Brigade Band, Whitnall HS Band, and the Blue Stars Drum & Bugle Corps. He will continue to follow up by phone and email. Cheryl presented seven parade forms for consideration; Clowns of Waukesha \$200, Tripoli Concert Band \$700, Milwaukee Metropolitan Community Concert Band \$750, Jolly Giants Stilt Walkers (3) \$750, Billy Bear Circus Band Wagon Train \$250, Tripoli Shrine Clowns \$200, and the Milwaukee Banjo Band \$450. Motion by Mark, seconded by Nancy Perkins to approve these parade entries at the prices noted. Motion carried unanimously.

Grounds, Parking and Facilities – Mark presented the rental agreement for the 40 x 40 game tent from the Muskego Icetronauts. Motion by Cheryl, seconded by Mark to approve the tent rental agreement for \$500. Motion carried unanimously. Cheryl presented the proposal from Select Sound Service to provide sound equipment for the celebration. Motion by Cheryl, seconded by Mark to contract with Select Sound Service for \$357.50. Motion carried unanimously. Mark will facilitate a meeting to review the power requirements in the east tent. The commission discussed ways to better identify the Control Tent (flags, signs, red, white and blue bunting etc.). It was the general consensus to change the name to Festival Headquarters. Michael Bertsch will be back to serve as announcer this year! Also it was mentioned that the fire department will provide paramedic service on July 3rd and 4th.

Adjournment – The meeting was adjourned at 9:45 p.m.

The next Commission Meeting will be held on Wednesday, May 30th at 7:30 p.m.

Respectfully submitted,
Mark Schroeder