

Fourth of July Commission Minutes  
Meeting May 30, 2007

**Present:** John Ziino, Nancy Perkins, Carol Nowak, Mark Schroeder, Jim Belland, Ald. Dave Ament, Randy Alf/NBPD, Paul Repischak/NBPD, Cheryl Schober, Jon Leyrer & Lindsay Schoettlin/Schoeneck Containers, Nancy Bertsch, Denise Sagat/Magic

**Excused:** Anida Rose, Joan Campione, Pat Palechek

--Meeting called to order at 7:45pm by Cheryl Schober

--**Minutes** – Mark Schroeder moved to approve the minutes of the April commission meeting. Jim Belland seconded. Passed.

--**Staff Reports** – no report

--**CFC Report** – Cheryl handed out the CFC calendars. There will be no more meetings until September.

**Celebration 2007**

--Jon Leyrer and Lindsay Schoettlin, from Schoeneck Containers, brought the commission up to date on their involvement. They have 70 logo clings being made for the port-a-potties, 100+ stickers to be handed out, and 20,000 beer cups and 15,000 napkins being printed for the major concessions. Lindsay is working on a game idea. Jon and Mark discussed the fireworks with Bartollotta. The set piece will be reusable for many years. They are planning on adding 5/8" shells, 5/10" shells and 5/12" shells. They will meet with the Nbfd and figure where these can be sent up. They also presented Schoeneck Containers' check for \$31,500.

--**Budget, fund raising and sponsorships** – the council approved the \$10,000 grant for the commission. Sponsorship money is coming in steadily.

--**Public relations** – the 4x6 cards are being printed by TJ Printing. The city newsletter will be going out early June. Cheryl has been meeting with Jim Potter (NOW and Marketplace).

--**Signs** – need to go thru banners and order changes and new ones.

--**July 2** – WI Singers are all set. Pro Health Care will provide the cookies. Cheryl will get a sign stating the donation.

--High School Battle of the Bands – the Youth Advisory Board is hearing from the bands and contacting those from past years. The commission asks that all bands be committed by June 20. The commission suggests, starting in 2008, asking for an entry fee to possibly be reimbursed upon showing up to the competition.

--**Fireworks** – see notes re: Schoeneck Containers

--**Children's entertainment** – all set

--**Games** - have forms from Badger Speed Skating, EHS Softball, NBW Cheerleaders

--**Carnival** – all set

--**Concessions** – Cheryl and John Z. reported on the major concession meeting. The Prospect Lions would like to rearrange their end of the tent. The commission looked at the drawing and after discussion the consensus is no, the setup is to stay the way it is.

--**Entertainment** – New Berlin Jr. Woman's Club reported on the race. They brought posters. Registration forms are coming in slowly. They will get Cheryl a list of all needs. There will be special signage for the parking lot in front of city hall. John Z. reported the VFW will do a flag raising ceremony about 15 minutes prior to the race at the memorial

--Pie Judging – there is 1 form in. Nancy B. will ask the Jr. Woman's Club if they can provide a judge. Cheryl will be talking to Larry Egofski/ABC, Target and WalMart. Jim Belland moved to approve \$500 for prizes. John Burke seconded. Passed. Nancy P. and Carol met with the VFW Auxiliary May 29 to explain the judging, cutting, donating and if they can provide as many members as possible for this event.

--Magic Morgan's contract is in.

--**Main Parade** – Randy Alf introduced Paul Repischak who will be taking over for him (they will work together for this year). The westbound traffic at Sunny Slope will be closed at 11am.

--Cheryl will talk to Culver's re: where to place the port-a-potties for staging.

--Nancy B. would like a list of regulations at staging of who is allowed and not allowed to go thru to unit spot (i.e. buses with the bands to drop off and go to end of the parade, the elderly...). It was suggested that Jim and Mark, who collect the banners at the end of the parade, help shuttle people into staging with golf carts.

--Cheryl passed out an updated list of units. Mark Schroeder moved to approve funds for: Tripoli Shrine Legion of Honor \$200, Jolly the Hurdy Gurdy Man & Max \$250, American Legion-Milwaukee Police Post 415 \$200, West Allis Lancer Band \$1200, Mississippi Mudcats \$695, and Milwaukee Brewers 5 sausages \$250. John Burke seconded. Passed. Cheryl will contact the NBW band director, NBFD, NBPD, aldermen and mayor. Nancy P. has been trying to contact the NBW jr. cheerleader group and Joan will talk with the Generals about carrying the banners. Magic has 4 teams with 10 kids and some adults from each to carry the banners.

--**Grounds, parking and facilities** – Denise discussed parking being done by Magic. They need 1 utility and 3 golf carts. Park & Rec has the extra large ENTRANCE sign, which can go in the same place as 2006. The layout will be the same as 2006. Denise will have a setup meeting with Dave Jeske. The 2 portable lights have been ordered. They plan on putting a trailer (no electricity needed) behind the Water Utility garage and need it fenced off. They will be handing out the 3-fold fliers.

--Mark showed samples of the special shelter plaque. He will finalize the wording with Anida and order it.

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

Submitted by  
Cheryl Schober  
7/4 Coordinator

**The next Commission meeting will be on Wednesday, June 20, 2007, at 7:00pm.**