

**4<sup>th</sup> of July Commission Minutes**  
**Meeting September 12, 2007**

Present: Anida Rose, Cheryl Schober, Pat Palechek, Carol Nowak, Nancy Perkins, Ald. Dave Ament, Nancy Bertsch, Prospect Lions (Tom Shallow, Lee Zacher), New Berlin Junior Woman's Club (Julie Laux), Eagles (Dick Hagen, Rich Eckel), NB MDA (John Schober), Mayor Chiovatero, Ald. Moore, Ald. Poshepny, Youth Advisory Board (Katie Schober), New Berlin Magic (Denise Sagat), Paul Gallagher

Excused: John Burke, Joan Campione, Mark Schroeder, John Ziino, New Berlin Lions and Lioness

--Anida Rose called the Special Review Meeting to order at 6:45pm

--Anida thanked the commission, concessioners, organizations and all the volunteers that made for the most successful 4<sup>th</sup> of July Festival in 39 years.

**SPECIAL REVIEW of 2007**

**--Major Concessions –**

-Prospect Lions reported the entertainment was okay. They prefer 2 sets of menu boards from WOW, and have Leiny pitcher price added to the boards. The corn sold out at 9pm and they sold out of all their food. The band on July 2 was good but hardly anyone was under the tent (it was a last minute addition to the festival). Need to have "No Refunds on Pitchers" added to menus (all concessions agreed).

-Eagles – They didn't have much food left. They did have trouble with one of the grills. They agreed the entertainment was good. They didn't have a WOW raffle box on their bar (Prospect Lions had two).

-NB MDA reported their bands were good. 7Up didn't deliver until July 3 so had to buy soda for the 2<sup>nd</sup>. Will try to change that for next year. Ran out of food and drinks. It was a very good event. Suggested the commission hire the same bands for next year.

-Discussed the publicity of the event. Some of the runners from the race thought they were to get free water from the major concessions.

**--High School Battle of the Bands/Youth Advisory Board**

-The Board prefers only one stage. One band stated that they would like professional judges. It is to be noted that both YAB judges and adult judges selected the same winners. YAB needs to control the bands start time. They also need to announce the sponsors of the event. It was suggested to have all the bands on stage at the end when announcing winners. The Board sold water and New Berlin t-shirts during the festival and raised about \$400.

**--Parking/New Berlin Magic –** Anida thanked the New Berlin Magic for another very successful year. Denise reported that they had 120 adults and 160 children volunteer (40 children helped carry main parade banners). Each person volunteers for a 2-1/2 hour shift. They used the triple cart for shuttling participants to their positions. For 2008 they requested the triple cart, 1 utility and 1 four passenger. They thanked the commission for their help and the use of the carts.

**--New Berlin Police Dept. –** no report

**--New Berlin Fire Dept. –** no report

**--Mayor and Council –** The Mayor and Aldermen thanked the commission for a great festival. The Aldermen discussed not using the tram in the main parade next year. The commission agreed that the Aldermen would decide how they would participate in the main parade next year and that they would provide their own means of parade transportation. The commission requested the Aldermen notify Cheryl Schober, 7/4 Coordinator, of their intentions no later than April 1, 2008.

**--National Dash/New Berlin Junior Woman's Club** – Anida congratulated the Jr. Woman's Club for a very successful first year event. There were 197 runners/walkers and 102 signed up the day of the race. They received very positive feedback about the t-shirts, the route, the tent for afterwards, and being in front of the parade spectators. Some participants suggested an earlier start time due to the heat. They also thanked the commission for their help and support. The New Berlin Jr. Woman's Club donated \$700 to the Veteran's Memorial from the event. The Jr. Woman's Club requested the use of 1 or 2 carts for hauling equipment.

## **COMMISSION REVIEW of 2007**

**--Staff Reports** – no report

**--Budget, Fund Raising and Sponsorships** – Anida reported another successful year. The grant money has not been deposited.

**--Public Relations** – There was an ad in 50,000 Milwaukee Magazines. The radio and television stations participating in the parade also announced the event. Will work on a sponsor for the 25,000 fliers.

**--Signs** – Mark Schroeder reported the signs are stored at Hickory Grove. The DCD permit request needs to have added the banner at Lion's Park/Community Center.

**--July 2 (EHS/HS Battle of the Bands) –**

-- EHS - the show was a great success. The WI Singers have committed for 2008.

--HS Battle of the Bands – (see notes under 'Special Review'). The YAB should start promoting earlier in the schools. Also, get fliers to all music stores in southeast WI.

**--Fireworks** – A big THANK YOU to Schoeneck Containers for providing the wonderful fireworks. They have committed to 2008. It was great having the larger shells in the display. Some of the commissioners would like more variety/noise and the mini finales during the show. It would also be nice to add some music to the show. It has been suggested the trees need to be topped for the majority of the crowd to see the fireworks. The commission needs to provide more goodies for the Schoeneck Containers group. Cheryl and Anida will talk to the city attorney about providing beer. There was discussion of moving Schoeneck Containers' group to the gazebo area for better viewing and no smoke.

**--Children's Entertainment (mini parade/flashlight candy hunt/ etc)**

--Mini Parade – approximately 300 kids participated. Magic Morgan was again a great hit and should be rebooked for 2008.

--Flashlight Candy Hunt – was rained out. The Fire Dept. handed out the candy during the parade.

--Etc. – Nancy Bertsch reported the German Shepherd Dog Club of WI would like to do an hour demonstration in 2008. The commission decided to not have the birds in 2008. The commission will look into getting jugglers, etc for the grounds.

**--Games** – the commission needs to put together an idea list to include with the letter and form.

**--Carnival** – They were great. A sign needs to be added to the ticket booths that the carnival will be closing at 11pm each night. Some people had unused tickets. Rainbow Valley Rides will be contacted by Mark Schroeder for 2008.

--Mark Schroeder reported the wristband special was the best ever.

**--Concessions (main/external/commercial) –** (see notes under 'Special Review')

**--Entertainment (main stage/specials/pie judging/run) –**

--The main stage bands were very good. Cheryl will talk to the WI Polka Boosters about a band for July 2. Nancy Perkins moved the commission to rebook the main stage bands for July 3 & 4, 2008. Pat Palechek seconded. Passed. Per Mark Schroeder the generators worked well. The Booze Bros. contract states they would play 3 – 60 minute sets with 2 – ½ hour breaks. Unfortunately, they played 2 – 90 minute sets and took a 45 minute break which was not in the best interest for the concessions.

--Hal's Harley-Davidson's Buell stunt team motorcycle shows were a great addition and well attended.

--Pie Judging – Nancy Perkins and everyone who helped her did a great job. More PR is needed before the event. Nancy has bought flag windsocks, and will get information on plastic tablecloths with elastic on the ends. For 2008 more volunteers will be needed to help with this successful event.

--Run – (see notes under 'Special Review')

--**Main Parade** – The banner carriers did another fine job. Nancy Perkins has volunteered to be somewhere on the parade route to keep a check on the gaps and have someone else organize the banners and carriers. It was suggested to have the banner carriers take Wilber from Sunny Slope Rd. to Michelle Witmer to be dropped off at National Ave. and then make a u-turn to return to Sunny Slope Rd.

--It was suggested the Brewer Sausages be placed at the end of the parade. Everyone enjoyed them and wanted their pictures taken with them creating gaps.

--Nancy Bertsch said the units to stage on Michelle Witmer came back to National because there were no markings for them. Staging numbers need to be put on Witmer.

--It was difficult handling the New Berlin West HS Band since their participants arrived individually. The commission unanimously agreed they have to come in a bus from now on as it makes for easier staging.

--The commission unanimously agreed to not ask the New Day Drum & Bugle Corps to return for 2008.

--Mark Schroeder reported Living Word Church cleaned the parade route. A big THANK YOU to them for their help and community spirit.

#### --**Grounds, Parking and Facilities** –

--The commission unanimously agreed a power pedestal needs to be installed by the games near the parking lot.

--There were many problems with Area Rental. The tents smelled of mold when put up. They did not provide the lights for the Festival Headquarters' restrooms (the Park's crew had to do this). The coordinator had to call Area Rentals numerous times re: the tent lights, which they never finished installing until 6pm of 7/2. There were also problems with the changing tent at the east tent. The west tent's south pole was not even attached to the tent. After a lengthy discussion by the commission of the numerous problems with Area Rental Nancy Bertsch moved that the commission contract with Karl's Rental for the 40<sup>th</sup> Annual Celebration in 2008. Pat Palechek seconded. Passed.

--Mark Schroeder reported the light towers need to be checked right away because they didn't work and needed to be repaired by the Park's crew. Port-A-John had no hand sanitizers in the east parking lot. The commission needs to purchase 5 fire extinguishers for the major concessions in 2008. The Fire Dept. no longer has any on hand. 'No Smoking' signs need to be installed in the main tents. Tent lights need to be checked as Area Rental did not do this. Remember, the beer caddies need to be electrically hooked up the day they arrive on the grounds.

### **CELEBRATION 2008**

--**Date(s), Time** – Ald. Dave Ament moved the commission hold the 2008 4<sup>th</sup> of July Festival on Wednesday/ July 2, Thursday/ July 3, and Friday/July 4. Nancy Perkins seconded. Passed.

--**Theme** – ideas needed for next meeting

--some suggestions: American Pride

God Bless America

--**Ideas** – bring to next meeting

--**Adjournment** at 10:30pm

Next Commission Meeting will be at 7pm on Wednesday, October 24, 2007.