

Fourth of July Commission Minutes
Meeting October 25, 2006

Present: John Ziino, Anida Rose, Cheryl Schober, John Burke, Jim Belland, Heather Duerr/Alverno College, Ald. Dave Ament

Excused: Carol Nowak, Nancy Bertsch, Mark Schroeder, Joan Campione

--Meeting called to order at 7:35pm by Anida Rose

--**Minutes** – Nancy Perkins moved to approve the minutes from September meeting. John Burke seconded. Passed

--**Staff Reports** – no report

--**CFC Report** – Nancy P. reported on the meeting and dues increase. Jim Belland moved to approve \$80.00 CFC dues. Nancy Perkins seconded. Passed

Celebration 2007

--**Theme** – Cheryl put together a list of all themes used from 1969 to present.

Ideas for 2007: Fourth of July Festival

Hot Town, Summer in New Berlin

Summer's Grand Festival

Celebrating Our Community

Will discuss further at December meeting.

--**Budget, fund raising and sponsorships** –Anida reviewed monies received this year and Cheryl will make some follow-up calls.

--**Public relations** –Cheryl will check into the Marketplace Shopper

--Cheryl will contact Sherry Ament re: newberlinnow.com web site

--will also check into cable channel 1111

--**Signs** – 2006 signage was ok

--**July 2** – Battle of the Bands needs a police office in uniform at each stage in 2007

--**Fireworks** – the fireworks need to be sent higher up. Mark can send out for the contract

--**Children's entertainment** – Mini Parade the morning of July 4

--Flashlight Candy Hunt – on July 3. Suggested having a ladder truck out for a professional photographer picture of the kids, or a helicopter.

--**Games** – Cheryl will redo letters and forms. Mark should contract with Jo Don Farms for the petting zoo on 7/4 from 3-8pm.

--**Carnival** – Mark should contact Chip for 2007

--**Concessions** – Cheryl will redo letters and forms

--**Entertainment** – Pie Judging – it was suggested to turn the pie serving and coffee over to the Food Pantry since they receive the donations/proceeds and we are running short of help. John Z. suggested using a 20x20 tent from Waukesha Noon Lions Club (\$50 put up and takedown) next to the pie judging tent to sell the pie and coffee from.

--John B. suggested holding a run before the parade (during staging) on National Ave. ending at Casper Dr. He will check with track and other groups to host this. It was suggested to have setup/registration at Glen Park School then go down Wilbur to Witmer then National to Casper for the route.

--There were problems with Badger Sound and Lights again last year in both tents. The commission has decided to send this out for bids this year. Cheryl will contact Select Sound, The Entertainment Co., and Talent Assoc. John Z. will contact Matt Eyrise.

--Discussed having canned music, during the main parade, provided by the light and sound group. Jim Belland moved to provide canned music during the main parade for 2007. Ald. Ament seconded. Passed.

--Discussed Main Stage bands. Suggested lineup is Mt. Olive, Eddie Butts, Sweet Tarts, and Booze Brothers. Jim Belland moved to approve the main stage lineup the same as 2006 Ald. Ament seconded. Tabled to December meeting. John Burke moved to see if the Toys are available for the festival and book them for no more than \$5,000 for July 4 or an equivalent band. Jim Belland seconded. Passed.

--Cheryl will contact Gary Marquardt re: national groups.

--**Main Parade** – Ald. Ament will make contacts for a flyover. There is a New Berlin family with a son in Michigan that have asked about him doing a flyover. Will work with the Mayor.

--Cheryl will redo the forms and letters

--**Grounds, parking and facilities** – the consensus on the commission is to keep the parking group as in 2006.

--Mark should bid out the tents and port-a-potties

--**Adjournment** at 10:25pm.

Submitted by
Cheryl Schober
7/4 Coordinator

The next Commission meeting will be on Wednesday, December 6, 2006, at 7:30pm.