

Fourth of July Commission Minutes
Meeting September 15, 2004

Present: Jim Belland, Tom Shallow, Shannon McKeown, Rick Wilm, Dick Hagen, Mike Mazzoni, Lt. Randy Alf, Mike DeMoss, Denise Sagat, George Sotiros, Chris Rink, Teddy Schober, John Schober, Nancy Perkins, Chris Sobczak, Mark Schroeder, Ald. Dave Ament, Anida Rose, Cheryl Schober, John Burke

Excused: Nancy Bertsch, John Ziino

--Meeting called to order at 6:35pm

--**SPECIAL REVIEW OF CELEBRATION 2004**

--**Major Concessions** –

-New Berlin Lions – 7/3 was slow compared to 2003 but made up on 7/4

-food sales for Lioness were down significantly

-bands drew people

-the weather was bad

-having ice cream hand out in front of tent was great

-had no popcorn wagon because he got stuck in mud at lake front 7/3

-Eagles – about same as 2003 – made more money (some prices were up)

-problems with glow necklace competition

-band suggestions: Sonic Circus

-NB MDA – typical year of sales – top end

-beer prices good

-Prospect Lions – down little from 2003

-communications with Police Dept. could be better

-Bands – Johnny 3 Note not so good; 5 Guys with Day Jobs started late and took long breaks; Lash was ok; Booze Bros. very good; country band was good

-Discussed beer sales on 7/3 and 7/4

--**High School Battle of the Bands/Youth Advisory Board** – Teddy Schober reported the Board will try again next year; also have ideas re: game booth, sell hot dogs during competition

--**Parking/New Berlin Magic** – Mike DeMoss, Denise Sagat, George Sotiros, Chris Rink

-need detailed maps of parking and grounds and schedule of events

-will help with whatever (motorcycle and handicap parking? Have experience parking motorcycles at Harley Fest.)

-will bring orange vests back soon

-suggestions re: leveling off areas in recycling for parking while soft

-need recycling area lined for parking

-need more cones

-use front of water utility for overflow motorcycle parking

-Park & Rec people were great to work with

-Ingersoll Rand donated 2 golf carts; Magic buys insurance for about \$300 - \$400 for the 3 days; can commission get 2 carts for them to use (Cheryl will call Ament).

--New Berlin Police Dept/Lt. Randy Alf –

- there was a parade unit with a driver drinking beer – add no alcohol with units to info sheet
- put festival and parade info on Park & Rec info line when weather is threatening; also add number to fliers
- more trash containers are needed on the parade route; the Police Dept. will help pull barrels into medians before parade
- parade staging suggestion: future staging off National Ave. in City Center area
- control van/unit was in a good spot; Anida asked to keep as is
- Anida thanked Police Dept. for their commitment
- Harley parade unit has to go to Calhoun Rd. after they go thru the parade to get around to parking; can not cut over any other way.
- thanked New Berlin Magic for their help
- need signs; PEDESTRIAN TRAFFIC STAY ON SIDEWALK for after parade since everyone still walks in the street

--COMMISSION REVIEW OF CELEBRATION 2004

--**Minutes** – Nancy Perkins moved to approve minutes of special meeting on June 23. Chris Sobczak seconded. Passed.

--**Correspondence:** Modern Giants flier; thank you from Educators Credit Union; survey card from Karl's Event Rental; thank you from New Berlin Food Pantry for donating \$40 from bake off; band info from the Sweet Tarts

--**Staff Reports** – Mark Schroeder reported that Mary Berg has left for a position in city of Waukesha; consensus to give Mary a thank you plaque

--**Budget and Fund Raising** – Mark reported the commission did a good job in raising funds despite the cut in city funding

--Chris has been working with the management at WalMart

--Cheryl will order the thank you plaques

--**Public Relations** – suggestions: put a wristband coupon on 25,000 fliers; Cheryl will check with mail coupon groups for dollar info

--**Signs** – Lt. Alf will take care of PEDESTRIAN signs

--**July 2 and EHS and on Grounds** – the WI Singers were great; maybe only 10 open seats; Cheryl will contact for 2005 and request them to sing some patriotic music maybe in the opening and closing; Cheryl reported their 2005 show will be a 'Tribute to Music Legends'; Cheryl will take a copy of the invoice to North Shore Bank for their planning

--there were a lot of people on the grounds 7/2; some were looking for the Battle of the Bands and some were hoping everything was open and others were setting up

--**Fireworks** – they were wonderful; Paul Schoeneck has confirmed to 2005

--**Carnival** – was great; had some new rides that were a hit; Mark will check with St. John Viennie and Chris will check with St. Gregory the Great; Anida will contact Chip for the carnival contract for 2005; Nancy P. suggested having a special where people could buy \$30 worth of tickets for \$20; Anida will invite Chip to a meeting to brainstorm and discuss rides/slide/video games/etc

--**Children's Entertainment** – the family games were rained out on 7/3 so everything is in storage and ready for next year; the mini parade was good and everyone enjoyed having it on 7/3

-- John Burke went to the flashlight candy hunt which was rained out and held on 7/5 with a smaller attendance and a lot of candy; it was suggested to do by grade and not by ages

--Care for Critters was busy even with the weather and sent a thank you for the donation; Wings and Things liked the spot we gave them and stuck it out with the weather

--**Games** – have not gotten a final report from bingo group; Cheryl will invite group to a meeting – there were complaints the stakes were too little to play for; they do want to come back next year and be in a different place

-- were more groups this year and they all seemed happy despite the weather

--**Main Parade** – Cheryl will get the forms done asap and out to the groups that need early notification (Dancing Grannies/ Shriners); the weather held off on the parade and there were no gaps; it was one of the better parades; Cheryl will add a section to the forms for units needing funds that the checks will be mailed on first business day after 7/4 instead of handing them out at the parade staging; one letter of complaint from Anchor Bank that the parade was too short, Anida will call them

--**Concessions** – everyone was pretty happy with the results

--**Entertainment** – Cheryl will check out Cold Sweat and the Brew City Horns, and will call Talent Assoc. re: bands for 2005

--**Grounds, Parking and Facilities** – the port-a-potties will be rearranged to put more on the west end near control area

--**CELEBRATION 2005**

--**Theme** – Cheryl will put article out to have public input by Nov. 10

--**Adjournment** at 10pm

Next meeting of the commission will be Wednesday, October 27, 2004.