

**CITY OF NEW BERLIN
PROCEEDINGS OF THE FOURTH OF JULY COMMISSION
Wednesday, January 26th, 2011**

Please note: Minutes are unofficial until approved by the Fourth of July Commission at their next regular scheduled meeting.

ROLL CALL: Anida Rose called the meeting to order at 8:30 PM. Present were Cheryl Schober, Nancy Perkins, Carol Nowak, Mike Mazzone, Pat Palechek and Alderman Dave Ament. The following had an excused absence: Nancy Bertsch, Gene Wichowski, Sandy Molick, Mark Schroeder, John Burke, and Denise Sagat / Magic.

This meeting was noticed on Thursday, January 20th, 2011 in accordance with the Open Meetings Law.

APPROVAL OF MINUTES

Motion by Ald. Dave Ament to approve the minutes of the December 8th, 2010 meeting. Seconded by Pat Palechek.

Motion Passed

Staff Reports, No reports

CFC Report, The Trade Show will be Saturday and Sunday. Carol and Nancy Perkins will be going on Saturday. Cheryl will also be attending.

Budget, Fund raising, and Sponsorships, Mark reported in his notes that the Room Tax Grant Reimbursement check for 2010 was received. The 2011 Grant Application Packet was submitted by the 12/21/10 deadline. Cheryl attended the January 25th, 2011 Special Projects Commission meeting, approval was given to award the \$10,000 grant for 2011. The council needs to give final approval.

Public Relations (newspapers / fliers / internet / cable), The major concessions will be adding coupons to 2 of our fliers this year. Mark noted the Parks and Recreation staff will update the website letters and forms as needed.

Signs (parade / grounds), No report

July 2nd (EHS / YAB / Grounds), Anida and Cheryl met with the New Berlin West High School PAC Director and took a tour of the facility. It is a beautiful facility for the WI Singer show on July 2nd. Cheryl will contact the WI Singers to tour the facility as soon as possible.

There has not been any word from the Youth Advisory Board regarding if they want to participate in the festival this year or not.

Fireworks, No report

Children's Entertainment (mini parade / flashlight candy hunt / specials)

- Mini Parade – Pat will contact Magic Morgan to make balloons at the parade.
- Specials – Cheryl suggested and will talk with Gift of Wings to be on the grounds Saturday and or Sunday afternoons. Nancy Perkins will invite a kid's entertainment business on Sunny Slope Rd and Greenfield to our next meeting.

Games / Amusements (non-profit), Letters and forms will be mailed soon.

Carnival, Mark has received and executed the contract with Spectrum Entertainment.

Concessions (major concessions / non-profit / commercial), Anida reported on the Major Concession meeting, (See attached notes). They will be talking with their members and put together some coupon ideas for use after the parade on July 4th from 3 -6 pm. Pat will talk with Best Buy about being on the grounds.

Entertainment (pie judging / main stages / specials),

- Pie Judging – Nancy P. will be inviting the Mayor to help sell the pie slices.
- Main Stage – Cheryl will finalize the bands and get contracts
- Specials – Mark has contracted Jo Don Farms and requested a contract.

Main Parade (units / judging / staging / banner carriers), Cheryl reported on an email received regarding the relocation of the main parade on July 4th. Cheryl and Anida will have a meeting with the concerned party and explain why this is impossible to do. The letters and forms will be mailed soon.

Mark has mailed contracts to West Allis / West Milwaukee Lancer Band, Lighthouse Brigade Band and Green Berets.

Grounds, Parking, and Facilities, The commission discussed the layout of the grounds and the possible addition of vendors. It was the consensus of the commission to eliminate the 4 major concession popcorn wagons because of the congestion on the grounds of where they have to be placed.

Mark has sent RFP's to 6 area tent rental companies with response deadlines of January 28th to be reviewed at the February meeting.

ADJOURN, at 9:55 PM

* Next Commission Meeting is scheduled for Wednesday, February 23, 2011.