

Fourth of July Commission Minutes
Meeting March 3, 2010

Present: Anida Rose, Cheryl Schober, John Ziino, Sandy Molick, Ald. Dave Ament, Nancy Bertsch, Pat Palechek, Carol Nowak, Nancy Perkins, Pat Shorr, Mark Schroeder, Mark Landry and Lisa McKenzie and Ryan (Operations Mgr) from Area Rental, John Turzanski from New Berlin Youth Advisory Board

Excused: John Burke

--Anida Rose called the meeting to order at 7:35pm.

--**Minutes** – Ald. Dave Ament moved to approve the minutes from January 20, 2010. Mark Schroeder seconded. Passed

--**Staff Reports** – John Ziino shared a press release from the New Berlin Chamber of Commerce stating they will no longer be hosting the Christmas parade. After discussing the parade issues it was suggested the issue be taken to the mayor to present to the citizens. John announced that Anida will receive the John Ziino Civic Award from the Chamber at a dinner March 24 at New Berlin Hill Clubhouse. All commissioners are invited to attend (\$35/person).

--Tanya is working on the Family Games.

--**CFC Report** – Cheryl reported the next meeting will be next Tuesday if anyone would like to attend with her. Carol, Nancy P., and Cheryl reported on the trade show.

--**Budget, fund raising and sponsorships** – no report

--**Public relations** – no report

--**Signs** – no report

--**July 2 (EHS/New Berlin Teens Have Talent/grounds)** –

--John Turzanski, YAB member, reported the board would be holding tryouts either at Hickory Grove or the community center. He will check with Jon Stolz for availability. Nancy Perkins and Pat Palechek will attend the next YAB meeting.

--WI Singers contract has been signed and returned.

--**Fireworks** – Mark talked with Bartolotta and will get a contract soon.

--**Children's entertainment (mini parade/flashlight candy hunt/specials)** – Cheryl will contact Waukesha County Mad Science to attend the next commission meeting.

--**Amusements/Concessions (non-profit/commercial)** – a letter was received from Badger Speed Skating re: the charge for power. It was the consensus of the commission that all non-profit groups will be charged the same for the festival.

--**Carnival** – no report

--**Concessions (major concessions/non-profit/commercial)** –

--Major Concessions - Anida reported there was to be a 20 minute presentation by Beechwood at the meeting but they didn't show or contact anyone. The major concessions are working on their menus and should have them at the next meeting.

--Commercial vendors – Cheryl will mail Kokopelli's the application. Nancy Perkins moved to raise the commercial vendor fee to \$400. Nancy Bertsch seconded. Passed.

--**Entertainment (pie judging/main stages/specials)** –

--Main Stages - Mark and Cheryl will meet soon re: light and sound quotes.

--Mark has received, signed and returned the Jo Don Farms contract (total \$687.50)

--**Main Parade (units/judging/staging/banner carriers)** – Mark reported he heard from Lighthouse, Green Beret, and Lancer bands. Magic has confirmed the banner carriers.

--**Grounds, parking and facilities** –

--Mark Landry, owner of Area Rental, introduced Lisa and Ryan. Mark wanted to discuss the problems in 2007 (lights, etc.). His head mechanic would help finish setup this year. Ryan, Operations Mgr., would be onsite during setup. Because of the problems we had they now send out comment cards to each event to review their operations. The tents and equipment are stored in a warehouse during the winter months at 65F. Last time the

tents had a bad musty odor. There was also a complaint about the foul language some workers used. The floor squares are 4'x4' and are new. The tables are 6' or 8' banquet size and either 18" or 30" wide.

--Magic has the parking in order.

--Mark Schroeder presented the commission with the quotes for the tents, stages, dance floors, tables, chairs and tent lights. Quotes were received from Karl's Events, AAA Tent, Area Rental, JK Rentals, All Star Rentals, and Brookfield Rentals. Ald. Dave Ament moved to approve the Area Rental contract to be contingent of an onsite inspection by 3 commissioners. Nancy Bertsch seconded. Passed.

--**Adjournment** at 9:30pm.

Next Major Concession meeting and Commission will be on Wednesday, March 31.