

Fourth of July Commission Minutes
Meeting May 26, 2010

Present: Anida Rose, Cheryl Schober, Pat Palechek, Ald. Dave Ament, John Burke, Nancy Perkins, Carol Nowak, Andy/BBQ Co., John Turzenski/Youth Advisory Board, Ald. Ted Wysocki, Mark Schroeder, Nancy Bertsch, Denise Sagat/Magic

Excused: Sandy Molick, John Ziino

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

--**Minutes** Nancy Bertsch moved to approve the minutes of the last meeting. John Burke seconded. Passed.

--**Staff Reports** – Mark reported the ‘Family Games’ this year will be: Face Painting, Film Canister Rockets, Wigs/Tutu’s, Liberty Shakers, and Flag Tag Relay.

--Mark reported he received an email re: the Main Parade being at 1pm on Sunday. Anida will respond to it.

--**CFC Report** – Cheryl has the calendars for distribution.

--**Budget, fund raising and sponsorships** – Anida reported on the money that has been received. Anida and Cheryl will be making phone calls.

--**Public relations** – Anida reported on the ad that was taken out in the Waukesha Freeman Summer Fun Guide. The ad looks like it is part of the Mexican Festival ad above it. The commission is extremely disappointed with it.

--Cheryl will redo the 4x6 card.

--Mark showed the Leaflet insert which was sent to every house in the city.

--Cheryl and Anida showed the ‘plastic’ patriotic band from Oriental Trading the commission can hand out when people turn in a coupon which will be in one of the fliers. John Burke will check on another source for the bands.

--**Signs** – Cheryl will order all the signs from Street Dept.

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

--John Turzenski/YAB reported that tryout were the 22 and 23 at the Community Center. A total of 5 act showed up. Entry time will be extended and Plan B will be enacted. Since the competition will be short there are 4 bands that will each perform ½ hour for the audience’s enjoyment and receive \$50 each. Pat Palechek moved to pay \$50 to each band. Nancy Bertsch seconded. Passed.

--The WI Singer tickets are being printed. The commission decided to send the ‘singers’ 50 tickets because everyone will need a ticket this year. Carol called National Regency to speak with Sue Cesar about donating the cookies for intermission and Sue is no longer there. She will keep trying to make contact with Arlene.

--**Fireworks** – Mark reported that everything is set and he has the permit. Cheryl talked with Jon Leyrer and Schoeneck Containers will be closed for the weekend so more people may be attending the fireworks. Mark will have Bartolotta Fireworks come to the June meeting.

--**Children’s entertainment (mini parade/flashlight candy hunt/specials)** – Pat reported that Mad Science has their own tents and only needs water. Pat also reported that everything is set with Discovery World. The groups will be doing different things from each other. Pat will get the final and contracts for June.

--**Amusements/Concessions (non-profit)** – Ald. Ted Wysocki wanted to make sure the VFW will be on the grounds.

--**Carnival** – Everything is set for the carnival. Park & Rec needs the wristband coupons to sell. Cheryl will speak with Paul Repischak regarding the setup times.

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

--Major Concessions – Anida reported on the meeting which was their last.

--Commercial vendors – Andy with the BBQ Co. brought samples and discussed what he could do. Cheryl and Nancy Perkins took him to the festival grounds earlier to get an idea of what the setup will be. He will need a 25’ x 25’ area.

--Discussed the layout of the grounds and will keep the food together on one side and the games together on the other like in the past. Cheryl will meet with John Z. and Andy. Cheryl will be meeting with New Berlin Rotary to discuss their involvement for next year.

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

--Pie judging – Nancy Perkins reported her and Carol have been discussing and looking for prizes. Mark Schroeder moved to spend no more than \$500 on prizes. John Burke seconded. Passed. Setting up for the judging will take place on the morning of July 3.

--Main stages – Mark and Cheryl met with Bobby Way to go thru the light and sounds quotes which were received from Badger, J&J Audio & Lighting, Stagelight Productions, and Soundwave Productions. All the quotes were very close in pricing. Mark went thru each of them with the commission. John Burke moved to approve the quote from Stagelight Productions for \$5100.00 which includes 2 extra techs. Mark Schroeder seconded. Passed.

--Main Parade (units/judging/staging/banner carriers) – Nancy Perkins has been talking with the Highlanders and bring more information to the June meeting. EHS girls basketball team needs a form. After discussing how many groups/teams from each high school have been doing so good with going to state, etc. it was decided to have a position in the parade specifically for the high schools so each school could recognize their achievements every year. John Burke will contact the schools regarding this. John Burke moved to have a banner in the parade stating: NEW BERLIN PUBLIC SCHOOLS EXCELLENCE IN EXTRA CURRICULAR ACHIEVEMENT. Ald. Dave Ament seconded. Passed.

--Nancy Perkins reported she will contact the Magic, Generals Cheerleaders, NBW Cheerleaders, and the Heat for banner carriers.

--Waukesha County has approved closing National Avenue for the run/walk and parade.

--Cheryl reported that many parade forms were received. The units asking for a fee are: The Milwaukee Banjo Band \$450, Cottage Grove 'Happy Whistlers' \$525, Mississippi Mudcats \$695, Milwaukee Metropolitan Community Concert Band \$750, CLOWNS of Waukesha \$200, Johnson Farms \$150, Shamrock Club of WI \$800, Tripoli Legion of Honor \$200, Bleu Belle Farm \$350, New Berlin Community Band \$1000, Milwaukee Police American Legion Post 415 \$200, Antique Highwheel Bicycles \$200. Ald. Dave Ament moved to approve all of the parade units and their fees. Carol Nowak seconded. Passed.

--Grounds, parking and facilities – ATM is all set for the grounds.

--A port-a-potty is needed at Mrs. Sippies since they will be closed.

--Mark is waiting for the agreement from Pastor Wooden of the Baptist Church.

--Mark had the contract from the Muskego Iceonauts for the striped tent. John Burke moved to approve the contract for \$750 (\$675 is paid at setup) for the Muskego Iceonauts tent. Nancy Perkins seconded. Passed. Cheryl will ask them about their stage.

--Denise Sagat/Magic reported there are 17 teams this year and 3 teams will be banner carriers (between 25 and 40 kids). She asked for 2/6 person carts, 1/4 person cart, and 1/utility cart. Mark will talk to Utility Dept. to use their north parking lot for their headquarters. They also request 1 picnic table. Would like the port-a-potty in the west parking lot, by the tennis courts, moved closer to the entrance on Observatory Road.

--Adjournment at 10:40pm

Next Commission will be on Wednesday, June 16 at 7:00pm.