

FOURTH OF JULY COMMISSION MINUTES

Meeting July 28, 2010

Present: Anida Rose, Cheryl Schober, Pat Shorr, Mike Mazzone, Rich Eckel/Eagles, Lt. Paul Repischak, Sandy Molick, Carol Nowak, Pat Palechek, Gene Wichowski, Bruce Fraser/Prospect Lions, Mary & Leah/New Berlin Lioness, Nancy Bertsch, Lara/Jr. Woman's Club, Randy Johnson/New Berlin Lions, John Burke, John Schober/NB MDA, Teddy Schober, Nancy Perkins, Ald. Dave Ament

Excused: Mark Schroeder, Denise/Magic

--Anida Rose called the meeting to order at 6:30pm.

SPECIAL REVIEW OF CELEBRATION 2010

--Major Concessions --

--New Berlin Lioness – everything was positive. They liked the family atmosphere on the 2nd. With so many food vendors it cut into their sales. They had a bunch of bbq pork left. They are looking to change their menu for 2011 and maybe add 'walking tacos'. They liked the bigger tent. Everything went smooth.

--Prospect Lions – down about 20% in food sales (30% down in hot dog sales alone). The club is considering going away from selling food if more food vendors come in. Sold 10% less corn (on consignment from Pick & Save). Suggest rotating the bands with the west tent. The Booze Brothers were not so good this year. Cyrus was good but didn't draw. They are happy for the great support from the city. Would like to move their bar closer to the front of the tent. Will submit plans for this move at another meeting.

--Eagles – same sentiments as Prospect Lions.

--New Berlin Lions – it was Randy's first year and everything went very well. Observed that anytime a band took a break there was an exodus of people. They had beer problems before 4pm and could not find anyone from Beer Capitol until after 4. Someone needs to be on the grounds at all times the festival is open.

--NB MDA – agreed with the great city support and cooperation between the groups. The sales always seems to come down to the last 2 hours on the 4th before the fireworks. The Toys spoke with the concessions on the 4th and took a break until 6:30pm then did 2 – 90 minute sets. The Rabid Aardvarks were good.

--All concessions agreed the tents were nice and liked them. There was a concern about the loosening of some of the sides due to the wind.

--Anida and Cheryl discussed adding coupons to some of the fliers. Each concession would have to come up with their own coupon to be redeemed from 3-5pm on the 4th. It was suggested to call this the 'Family Happy Hour'.

--The music in the afternoons was good but it was suggested to put something there that would draw the families.

--**National Dash and Mini Parade/Jr. Woman's Club** – Lara reported the National Dash had 435 participants. She thanked the Police Dept. for their help, the Fire Dept. for providing misters to cool the runners, the Boy Scouts for helping and everyone else for their help and support. They already have ideas in the works for 2011. The Mini Parade went very well. The Splash Pad is in the works.

--**New Berlin Police Dept.** – Lt. Paul Repischak reported he updated the sign designations. Regarding motorcycle parking the change was hard for some riders and asking for donations was difficult. It was suggested to ask for the donation after the bike is closer to the lot. All the bikes fit. Having the lights on the lot in the evening was wonderful. Anida asked about moving the bikes because of the noise when they left during the fireworks. The vendor parking needs to be put on paper so everyone understands it. There were no arrests and no tickets. We need to let the Baptist Church know about the directions for cars after the fireworks. Anida and Cheryl would like to meet with the police officers stationed at Sunny Slope & National for staging a few days before. Paul would like to give Denise/Magic a police radio with instructions and signs 'Lot Full Go To...' for the 4th. Someone saw a person carrying a firearm on the grounds. Paul reported it is a licensed premise and cannot have firearms on the grounds. Paul also reported the Police Dept. had 120 less overtime hours this year than in the past. Anida thanked the Police Dept. for an outstanding job to the city.

COMMISSION REVIEW OF CELEBRATION

--**Staff Reports** – none

--**Budget, Fund Raising and Sponsorships** – Anida reported

--**Public Relations (newspapers/fliers/internet/cable)** – Cheryl listed what was done with the newspapers, public schools, city newsletter, Park Rec & Forestry Booklet, etc.

--**Signs (parade/grounds)** – need ‘East Tent’ and ‘West Tent’ signs. The signs will be stored at Hickory Grove. A permit request from DCD to include three banners – Lion’s Park/Community Center, Public Safety Building, and be park entrance sign at Stigler and Casper Drives.

--**July 2 (EHS/YAB)** –

--WI Singers were great. Anida thanked BuySeasons for sponsoring the show. ProHealth did not provide many cookies so Carol purchased them. Nancy P. suggested the commission purchase the cookies every year. There was a problem this year with the seats in the upper area. Cheryl will meet with the school this fall and find out the plans for next summer in case we need to move the show.

--YAB – Pat P. reported the bands were good and there was a good crowd. The commission decided to let the YAB decide what they want to do, if anything, in the future.

--**Fireworks** – the fireworks were wonderful. Schoeneck Containers is looking forward to 2011. The cake shells were shot from west end of city hall baseball fields with the balance of the show shot from recycling center. The food for Schoeneck needs to be put more in the center of their area and some subtle portable lighting needs to be there.

--**Children’s Entertainment (mini parade/flashlight candy hunt/etc.)** –

--Flashlight Candy Hunt – John B. reported it went real well. The Fire Dept. did a great job again.

--**Games/Concessions (non-profit)** – Gene reported the Eagles had a lot of buns left on the grounds. He suggested we make sure all the left over food is donated to the New Berlin Food Pantry.

--**Carnival** – Highest revenue ever. Wristband special was best ever sold (275/2010 compared to 132/2009). The carnival is easy to work with and there were now problems with state inspectors so all rides were open on schedule. The carnival’s ‘village’ needs to be downsized, they took up too much space in the west lot. Sandy wondered if the carnival was too far over for people to get into the grounds. Nancy B. reported the carnival had so many trailers they interfered with parking. It was suggested to move the kids rides closer to the grounds in the playground area.

--**Concessions (major/commercial)** – Nancy P. received some ideas from two of the commercial vendors and one was to curve the food groups in the opposite direction of 2010. Kokopeli’s wants to return in 2011.

--**Entertainment (main stage/sound & lights/specials)** –

--Pie Judging – Nancy P. did a great job. It was suggested to barricade the pie area after the pies are put out with ‘police’ tape. There were not enough VFW Auxiliary people. It was suggested the pies could be cut after slices taken to the judges but left in the pie plate until after judging is complete. Also, suggested one team for setup and one team for takedown.

--National Dash – was very organized and well run. Jr. Woman’s Club used the golf carts to haul the garbage to the dumpster. Need extra garbage cans for next year. Building Maintenance Dept. provided power from the Public Safety Bldg. for end of race timing.

--Main Stage – Stagelight Productions were good to work with. They noted a tear in the west tent on 7/4 afternoon (tent was flopping and hitting the light tower). Suggestion to check on Madison County for east tent.

--**Main Parade** – there didn’t seem to be as many gaps this year. A big thank you to Living Word Church for parade clean up. It was suggested to put the New Berlin Public School unit behind the first band in the parade every year. Some staging was better. We need to make the maps easier to use. Sandy will take over the banner carriers from Nancy P. in 2011. John B. suggested using the tram or large golf carts to shuttle some people to their unit number. A garbage can is needed at Coffee and National.

--Nancy B. has spoken with Big Top Brass and they are interested in the parade. They play patriotic music.

--**Grounds, Parking and Facilities** – The light towers worked out great. Magic did a great job again. Carol reported the motorcyclists were upset with their parking being moved. Nancy B. suggested a meeting with Hal’s and John Hopkins about the parking. There should be more ‘General Parking’ signs everywhere besides the

handicap and motorcycle signs. It was suggested to talk with the Police Dept. about switching the handicap and motorcycle parking. It is the consensus of the commission to move the motorcycles back to where they were. --Area Rental was easier to work with and accessible to our needs. Area needed to be called back to finalize the lighting in both tents, and each day to fix the west tent stage. They should have been checked each day during the festival for tightness due to winds. The pole and drape lighting worked well for the east parking lot port-a-potties.

--Concern with the shuttle to WalMart after the fireworks. People kept waiting but the Police Dept. wouldn't let the bus return west on National. The Ronald Reagan bus was pretty empty.

--It has been suggested to schedule the commissioners for the grounds so they can have some down time with family.

Celebration 2011

--**Date(s), time** – July 2 -3-4, 2011 are a Saturday, Sunday and Monday. Nancy Perkins moved to approve a three day festival for 2011. Pat Palechek seconded. Passed.

--**Theme** – Anida passed out a list of theme suggestions from previous years. Another idea is 'With Liberty & Justice for All'. Will chose at next meeting.

--**Ideas** – (next meeting)

ADJOURNMENT at 9:40pm.

Next meeting of the Commission on Wednesday, September 22, at 7:00pm.