

**CITY OF NEW BERLIN
PROCEEDINGS OF THE FOURTH OF JULY COMMISSION
Wednesday, December 8th, 2010**

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 7:10 PM. Present were Cheryl Schober, Gene Wichowski, Sandy Molick, Mike Mazzoni, Pat Palechek, Mike Neuens, Mark Schroeder, John Zinno, John Burke, Lara and Vicki with the New Berlin Jr. Women's Club and Alderman Dave Ament. The following had an excused absence; Nancy Bertsch, Carol Nowak, and Nancy Perkins.

This meeting was noticed in accordance with the Open Meetings Law.

APPROVAL OF MINUTES

Motion by Alderman Ament to approve the minutes of the last meeting. Seconded by Gene Wichowski. Passed

Staff Reports, Mark Schroeder, Director of Parks & Recreation gave an update on staff and office changes. All handling of money will go through the Clerk's Office. Jay is now the part-time Secretary.

CFC Report, Cheryl reported that the Trade Show is on January 29th & 30th at Serb Hall.

Budget, Fund raising, and Sponsorships, Mark is working on the reimbursement grant submittal for the \$10,000. Mark will inform Anida and Cheryl as to when the Special Committee will meet regarding the grants for 2011.

Public Relations (newspapers / fliers / internet / cable), The Library will be doing the City Newsletter.

Signs (parade / grounds), Sandy found a city business displaying the flag banners that Anida had discussed, Cheryl will investigate.

July 2nd (EHS /YAB / Grounds), Cheryl will meet with BuySeasons about sponsoring 2 shows by the WI Singers on July 2nd for a total of \$6,000.

Fireworks, No report

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

Cheryl received confirmation from the Fire Department that they will be doing the Flashlight Candy Hunt.

Games / Amusements (non-profit), Mike Neuens (New Berlin West vs Eisenhower HS Baseball) reported that NBW won last year (6-3). They're looking forward to this year! According to WIAA rules, teams cannot play on Sundays, so the game will be scheduled for July 2nd at 5:00 PM.

National Dash – Lara introduced Vicki who will be taking the chairmanship for 2011. The Fire Department provided a mister at the end but it needs to be a lot larger for the number of participants. John Burke suggested they put together a float for the winners to ride on near the end of the parade.

Carnival, The contract is out to Spectrum for 2011. Mark received a call from Chip that Glendale is only doing 1 day in 2011 not 3, so they're looking for another location.

Concessions (major concessions / non-profit / commercial),

Anida and Cheryl will meet with the major concessions in January.

Jason / Team Trivia met with Anida before the meeting. Anida reported they could do 3 one hour shows for \$450.00 or 1 show for \$185.00. They're set up at many locations throughout southeast WI and would like to do a progressive competitive with the CFC Festivals. Some of the commissioners will check out the games and report back.

Entertainment (pie judging / main stages / specials),

The commission decided to get contracts for Rhythm Method on July 3rd from 7-11 PM and Rebel Grace on July 4th from 6-10 PM. Cheryl will also contact the following bands about performing from 12:30-4:30 PM on July 3rd and July 4th for \$500/ band. The Ricochettes, Past Midnight, Rabid Aardvarks, and Lukyn Skywyrd.

Main Parade (units / judging / staging / banner carriers), John Zinno reported on the Christmas parade and some of the units that might be available for the 4th of July Parade. John will provide Cheryl with contact information.

Grounds, Parking, and Facilities, John Hopkins will be setting up a meeting with Hal's Harley Davidson and Kettle Moraine HOG Chapter re: parking and the parade.

ADJOURN, at 9:20 PM