

CITY OF GLENDALE

February 19, 2020, 6:30 pm

2019 4th of July Committee

Maslowski Park, 2200 W. Bender Rd., Glendale, Wisconsin 53209

Present:

Eric Zentner

Mary Lynn Cinealis

Tom Cinealis

Ann Deuser

Jessica Ballweg

Marty Hersh

Steve Schmelzling

The meeting was called to order with the Pledge of Allegiance.

The traveling beer garden is scheduled for Kletzsch Park July 1-19, and they normally serve at the pavilion, which is fenced off for fireworks. Ann has invited them to serve closer to our area, not by the pavilion.

Mary Lynn asked if Bryan contacted the Lion's club. Ann said she sent them a survey. Steve will contact the PTO about children's parade.

Booklet:

Ann said she sold \$7,500 in ads so far and everyone has paid from last year. We've been pushing sponsorships at business events, email, Facebook. Ann is rethinking the way she might want to lay out sponsorships, selling preselected spots on specific pages rather than laying out after all the ads are sold. This would let her start laying out the booklet sooner. Marty said that now is still a good time to pursue real-estate agents for sponsorships.

Fireworks:

Jessica invited Paul (the fireworks guy) to the next meeting. She is contacting the police department for drone pictures. She is contacting porta-potty companies, a golf cart company (the old vendor no longer rents out golf carts), waiting on tents and stages until we know more about layout. Jessica is currently writing the contract with The Love Monkeys for \$4,000 and has very specific language about when they can start loading in (3pm), how long they play (two 90-minute sets w/ a 30-min break between, starting at 6pm). We will provide 2 cases of water and 2 cases of beer and that's all. This will be specified in the contract to avoid the kind of problems Ann had with them at the Root Beer Bash last year.

Children's Parade:

Steve will reach out to Parkway PTO for cake volunteers (and possibly sponsorship) and children's parade volunteers.

Parade:

Jessica said two people have already reached out to her, a brass band and a crossfit place. In next two weeks she'll be reaching out to more. Steve suggested asking the MSOE mascot (pirate).

Parade Vehicles:

No report as of yet.

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Parade Officials:

Mary Lynn will ask Bryan if he has contacted them.

Scouts:

Marty said they're coming. Steve said he's working on setting up booklet distribution. They will sell corn, water and root beer. They will try to have cub scouts run the dunk tank if there are enough kids. Jessica asked if there's another school group who could run it. We could do it in shifts where cub scouts do it for a few hours and then a different group afterward. Steve will talk to the scouts about this.

Police Presence:

The liaison officer is back, so we should hear from him soon.

Layout:

Eric said he's assuming everything will be the same as last year unless otherwise indicated. So far we haven't heard back from Mario. As of now we're assuming there will be no softball games. We're not sure about Sprecher (the truck from the traveling beer garden) and whether it will be coming. There will be an ATM which needs a 110-volt outlet (because the Brick doesn't want to get a square reader and take credit cards). Jessica suggested we ask the Brick to pay for half of the \$95 fee for the ATM. Ann will not give them a full-page ad for free this year. The scouts won't be under the tent unless they're selling soda. The Brick would be under the big tent, and the Sprecher Fire truck would be with the other food vendors and the chain of food vendors would be one vendor longer, and there was plenty of room between food vendors and the dunk tank last year, so one more vendor should be fine.

Kids Games and activities:

No report. Jenna is working on this.

Food vendors:

Marty has talked to Bethanie and we have Chippies confirmed. We're waiting on Rolling Cones. She has invited gourmet popsicle people to an upcoming meeting. She'll be contacting WI Cheese Curds. Jessica said Cousins does a sub truck, and there's Flying Cow Pizza and Streetza, and a coffee truck. Jessica will look into whether the Brick can sell wine. Marty suggested we approach Cousins. Jessica will contact them. Marty will give the food vendor agreement to the Brick.

Talent Show:

There is none.

Band:

The Love Monkeys. Jessica will sign off on them, and Sarah is helping negotiate the contract. They load in at 3 and start at 6pm.

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Daytime activities:

From 12-3 we need programming, and 3-5 we need programming that can happen while the nighttime band is loading in. A one-person entertainer like a magician, balloon sculptor, etc would be good, and something for the adults simultaneous with something for the kids. Ann will do bingo again if necessary. Tom can help with this too. She would like to bring in a Jumbotron. Ann suggested Eric Diamond (a Neil Diamond tribute singer).

Website and IT:

Steve said send him an email if you want anything on the website. He will try to change the emailing so everything is captured in an inbox as well as forwarded. He will get Signup Genius going soon. We need someone to connect to the Thursday folder people. Steve said he'd do this. Ann said Bryan did talk to the PTO moms. We don't know if he talked to the Nicolet Athletic dept. Ann will talk to the Bavarian.

Shirts:

Mary Lynn will get volunteer shirts again this year. We will stay with the same design so she can just order the same thing again.

Volunteer incentives:

See minutes from the fall; we discussed this already and made decisions based on Bethanie's suggestions following last year's 4th of July.

This Saturday is the Mayor's Thank You event at Sprecher Brewery. The committee is invited.

Meeting was adjourned at 7:53pm.

Next meeting is Tuesday, March 10th at 6:30pm.