

**CITY OF GLENDALE**

5909 North Milwaukee River Parkway  
Glendale, Wisconsin 53209  
January 3, 2017, 6:30 pm

**2018 4<sup>th</sup> of July Committee**

Agenda  
City Hall

Present:

Tom Cinealis	Jenna Kunde	Steve Schmelzing
Shawn Lanser	Eric Zentner	Hope Liu
MaryLynn Cinealis	Jessica Ballweg	Marty Hersh
Ann Deuser	Robin Benedon	Sgt. Mike Morris of Glendale P.D.

The meeting was called to order at 6:32 pm with the pledge of allegiance.

We started with introductions.

The minutes of the December meeting were approved unanimously.

Fundraising: Tom will contact all of the booklet advertisers from last year, and Ann will contact new potential advertisers and sponsors of various things for July 4<sup>th</sup>. Ann Deuser talked about having a package of advertising where advertisers would pay once to get ads in all our city flyers. Jenna talked about how it would be nice to find sponsors for specific events (e.g. fireworks). If you have ideas for potential advertisers or sponsors, contact Ann. Marty brought up the issue that some advertisers might not like it if their competitors are also in the booklet. Much discussion ensued about whether we can exclude advertisers because other advertisers are there, and how this could alienate people. There was also discussion of how advertising dollars would be divided among Fourth of July activities, Root Beer Bash, and Music in the Glen. Ann will write up a proposal to show the committee what these numbers would look like for the February meeting, but in the meantime Tom can contact current advertisers with last year's booklet prices and sponsorship opportunities.

Budget: Shawn does not yet have a 2017 year-end budget.

Children's Parade: Ann Markuson is committed to the children's parade and getting cake volunteers. Robin is helping her. Tom will approach Pick-n-Save for in-kind donations (possibly cake, or possibly something else if their budget doesn't allow for donating all the cakes). Jenna will let Tom know how much cake we need. Hope suggested approaching 600 Sweets and Treats (a locally owned small business) about donating baked goods. Ann Deuser will contact them.

Parade: Jenna talked about how big parade acts are already getting booked up so we should contact the big ones now (and local ones in April). Jenna will get Jessica the list of acts in the Johnson Controls holiday parade. Whitefish Bay and Brown Deer have later parades, so maybe we can share acts with them. Mary Lynn said that she needs advance notice for parade people who need a vehicle. Jessica also said she'd contact Whitefish Bay and Brown Deer and see if there are cool parade acts we could "share" since our parade times don't compete and acts could go from one parade to another.

Parade officials and vehicles: Mary Lynn said she's doing vehicles but not officials (Bryan is doing this). Mary Lynn will contact Bryan to confirm he's working on this. Regarding shirts, Mary Lynn said that committee members had to be at three meetings at the same calendar year before you can be on the committee (and thereby

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get a shirt). We will ask Bethanie what her idea was regarding how many hours non-committee volunteers should work before getting a free t-shirt.

Marty talked about how he and Eric Kakulis will get the dunk tank and corn roaster. He thinks getting Nicolet vans for shuttling might be a liability problem.

Sgt. Morris reported that we will have an officer in the park, probably Officer Lynch.

Layout/Daytime Activities: Jenna talked about how the daytime activities have been from 11:30 to 3:30 because that's a 4-hour shift which is convenient for businesses (e.g. Home Depot) to hire staff. Should we make daytime activities longer so that they go until the nighttime band starts? Tom suggested we should have some kind of entertainment. Jessica said that some food vendors don't want to sell food during the lull between the daytime events and the nighttime band. Robin said games should go at least until 4 or 4:30 because of demand last year. Tom suggested that we get another organization (like Glendale Senior Citizens' club) could run bingo. Marty suggested Pat McCurdy from 4:00 to 5:30. There was consensus that we need to have programming from the end of the parade to the beginning of the fireworks.

Shawn talked about switching to a single, really big tent. This would mean getting rid of softball. If we did bingo, we would need a second tent. Steve said he really liked having two stages/things to watch. We can consider keeping two tents but making the 2<sup>nd</sup> tent (formerly the smaller tent) much bigger. Marty will let Sarah know to please go ahead and book stage acts now from 11:30 to 5:30 for one stage, and we'll decide about the second stage in February. Ann Deuser suggested that if we can't get an organization to run bingo, we do "fun" bingo (not for money) as a backup plan. Ann D. will contact Dale from the Glendale Chamber of Commerce to see if he could call bingo. Hope suggested that we do a scale drawing.

By our next meeting, we will figure out bingo, Eric and Jenna will bring scale drawings, Shawn will bring pricing, and we will make the layout decision at the next meeting. We are stipulating tonight that if we don't have some person or organization to run bingo by next meeting, we are not doing bingo. Steve suggested Pat McCurdy right before the nighttime band. Eric mentioned that we can't keep bouncy houses open too late because we can't be driving on the grass when people are set up for fireworks viewing, and that we need volunteers to staff them for the whole time. It was decided that 6pm would be the absolute latest the bouncy houses would run, but an earlier time like 4:30 pm might be better.

The meeting was adjourned at 8:01pm

#### Next Meeting

The next meeting will be on Wednesday, February 7<sup>th</sup>, at 6:30 at City Hall.