

CITY OF GLENDALE
5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209
February 16, 2021, 6:30 pm
2021 4th of July Committee Meeting by Zoom
Minutes

Present:

Steve Schmelzling	Bethanie Gist	Jessica Ballweg (City of Glendale Liason)
Marty Hersh	Sarah Acker	Sgt. Miguel Martinez (Glendale PD Liason)
Eric Zentner	Sara Woods	Ann Deuser (Welcome to Glendale)
Paul (Fireworks)	Jesse BaDour (Welcome to Glendale)	

The meeting was called to order at 6:36pm with the pledge of allegiance.

The minutes of the January meeting were approved unanimously.

Chairman's Report:

Marty asked if we've heard anything from the county regarding whether the park will be available. Jessica said everything is cancelled through June 1st, and we have tentative reservations for July 4th, but we can't be sure. Jessica said Summerfest has been postponed and Germanfest has been cancelled, so it may be that the county will cancel all park activities. We discussed whether our event would be included in the county's cancellation of all "special events." Steve hoped this might not apply to us because this isn't a typical rental. Eric thought that if it's a liability concern, it probably would apply to everyone.

Fireworks:

Paul said that typically fireworks need to be ordered by the first week of May, but we may be able to add some beyond that week. Steve asked if orders are cancelable. Paul said that if we order them and don't use them, they can store it for us until a later date, but there would be no refunds. Paul specified that they would store it at their cost, even for a full year. They are well equipped for such storage. Ann asked if there is any other location in Glendale where we could do a fireworks display. Marty asked about the Bavarian; Jessica said it was too close to I43. He asked about the former greenhouse site on Good Hope near Range Line. We discussed the Good Hope School area or Glen Hills area. We discussed whether we shouldn't have the event if the county deems it unsafe. Steve said that we will go by the North Shore health department, and if they say we are safe to have the event but the county doesn't, that's why we might want a backup venue. If we don't have the park, we won't have the parade because the parade requires county permission too. There was a consensus that the fireworks display is the bare minimum thing we need to have a 4th-of-July celebration. We should have a livestream of it too for people who don't feel comfortable coming in person. Paul said schools are probably the best because they have the most land area. We might need to do smaller shells because of proximity to a residential area (windows could be rattled or even broken). Bethanie asked if we need a city permit for this. Steve said we do not. We talked about whether it could happen at Parkway school. Paul said the

field just north of Parkway would be the preferred spot at Parkway, but then we found that that area is also county parks property. Ann said that we could market it as being at Kletzsch park, but Parkway would be the backup. We discussed doing it near Glen Hills; we would need to shut down Mill road, which can be done. Paul said he could do some measuring to see what's possible. Steve said if this doesn't work, we could consider partnering with businesses (like Aurora on Good Hope). Marty talked about the possibility of partnering with Bayside (Ellsworth Park) or River Hills (country club) or other neighboring communities to share costs and expand possibilities for venues. Steve asked if we need a firm commitment with the rental equipment. Jessica said if we go with Arnold's again, we can reserve things relatively late. Same with the dumpsters.

Paul will find out about storage in case we need to postpone (maybe a whole year).
Paul will find out the latest date we can purchase fireworks.
Paul will look into alternate locations we could use for a fireworks display.

Grounds:

Steve reached out to the health department. He will follow up again. He is hoping if we get a green light from the health department, we might have some more leverage with the county. For layout, we would keep the food vendors in the traditional places. There will be no tents so as to avoid people congregating. We will spread out picnic tables farther than usual (we'll have more space due to cancellation of booths for kids' activities).

Schedule:

Ann said if we set up at 2pm and the parade was from 3-5, we could have a short stage presentation, then the band, then the fireworks so there's not much downtime.

Bethanie suggested that if people are done eating by 5 or 5:15, we need something to keep them around until the band at 6pm.

There was concern that the band might need more than the 2 hours they said they need for setup. They need to be in by 2pm, or they can't come in until 4 – they can't drive in during the parade.

Here is out tentative schedule:

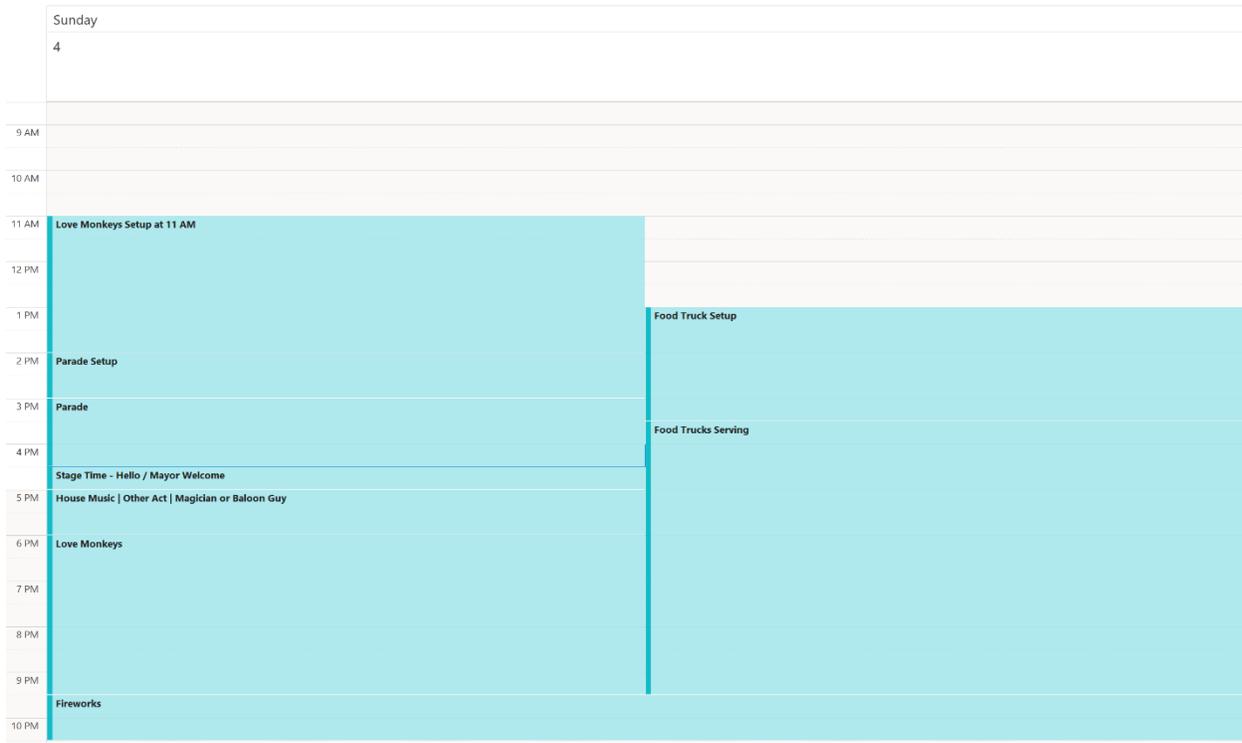
Food Trucks in by 2:00pm and ready to serve by 3:30pm

Parade 3:00pm – 4:00pm

5:00pm house music or other act

Band 6pm – 9:30pm

Fireworks 9:30pm



Public Safety:

Steve mentioned that we might want fencing along Green Bay Rd. to prevent cars from stopping along the park.

Activities:

There was talk of the band contract. The band probably wants to use their standard contract. Ours gives us good protection in case of cancellation or venue change. Maybe we can have ours as an addendum to theirs.

Parade:

Jessica said the bands take up the bigger portions of the budget. Marty said the Shrine clowns will be there. Sprecher has not gotten back to Marty about Sprecher trucks.

Food and Drink:

Bethanie has not heard back from Wisconsin Cheese Curds. Marty has not heard back from Sprecher. Marty thinks it's very doubtful there will be a corn roast because of the short time and expense involved. Steve thought we could ask Sprecher to donate root beer and the scouts could sell root beer and water. Steve thought we could roast corn on grills. Goody Gourmet is not interested this year.

Fundraising:

Ann said we'd do one book for all Glendale summer events. Ann shared the cover of the Summer Event Guide. Ann was planning to take 50% up front for the book, but now she doesn't think she can because of the threat of cancelling. Steve suggested a small non-refundable deposit to cover the cost of the booklet. Businesses that are just buying an ad (as opposed to sponsoring a

stage or something) can still be charged because the booklets can go out regardless. **Ann will figure out this billing situation.**

Yard signs:

Steve thinks we shouldn't do yard signs this year.

Finance:

Budget is already approved.

Technology:

No updates. Let Steve know if you want anything updated.

DPW:

No update

Our next meeting will be Tuesday, March 16th at 6:30pm by Zoom.

Meeting was adjourned at 8:10pm