

CITY OF GLENDALE
5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209
March 7, 2018, 6:30 pm
2018 4th of July Committee
City Hall

Present:

Jenna Kunde	Shawn Lanser	Eric Zentner	Steve Schmelzing
MaryLynn Cinealis	Ann Markuson	Ann Deuser	Bethanie Gist
Jessica Ballweg	Hope Liu	Bobbie Hughes	Jill Kastner
Bryan Kennedy			
Paul Stoelzel (Fireworks Tech)			
Sgt. Mike Morris of Glendale P.D.			

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

We started with introductions.

The committee unanimously approved the minutes of the February meeting.

Children's Parade:

Ann reported that Marty Hersh (Shorewest) will again be sponsoring gift bags for kid parade participants. 250 gift bags should be fine again. Ann asked that Mayor Bryan Kennedy again start the Children's Parade. Amy helps organize on the day of.

Fireworks:

Paul Stoelzel was here to get feedback regarding what we liked last year and what should be changed. The committee liked the ground display of "Glendale" and the fact that the show was long and varied in such a way that you never really knew when it was ending. Ann Deuser asked if they can do a ground display logo (of a bank that wants to sponsor the fireworks). Ann will send Paul the name of the bank and Paul will get her a price quote. Several people said that last year's fireworks are very hard to top and that we should keep everything the same. Shawn talked about how the truck rental is really expensive and asked if there might be other options. Paul said that he might be able to borrow a truck from his work. Shawn said that is okay as long as the truck is insured. The fireworks budget will definitely be \$12,000 and maybe as much as \$14,000, depending on our fundraising success. The price of the fireworks themselves have gone up about 3.5%. Shawn asked Paul if it's okay to have a loading zone for shuttles on the parkway north of the fenced-off zone. Paul said yes, provided there is no parking there (a bus could stop to load/unload and then leave).

Shuttle:

The shuttle subcommittee will be Ann Deuser, Shawn Lanser and Marty Hersh. One bus from 9pm – 12am would cost \$1,100. Ann mentioned that Wendy, owner of Riteway, is considering sponsoring a shuttle.

Food Vendors:

Bethanie reported that Sprecher (beer, soda, hamburgers), Chippies (kettle corn and lemonade), Rolling Cones (dinner cones) and the Boy Scouts (corn on the cob and water) are all on board. Dr. Dawg (hot dogs) wants to be there all day. We agreed. Shawn will follow up with the ice cream vendor and cheese curd vendor to confirm them. Shawn is going to provide Bethanie with vendor contracts for 2018.

Jets can't be there but wants to be involved in the future. Rolling Cones wants to be there all day, but they may need to leave to replenish food in the down time (but their truck would stay). We agreed that would be fine as long as their truck stays. They want to plug in rather than use a generator (I think 30-amp 220volt). Ann D. said that five sheet cakes are being donated by a Glendale bakery.

There was talk of adding another vendor, like snow cones, but it was decided that we would not add anything this year because we want the existing vendors who have not always made lots of money, get more established. It was suggested that the Boy Scouts could sell pre-made cotton candy. Also, Chippies might be able to bring cotton candy. Bethanie will ask about this.

Bethanie moved that we allow beer sales until the fireworks begin. Motion passed.

Parade officials:

Bryan reported that he has invited all the officials except those in contested races (in case they don't win). Bryan will email all the names to Mary Lynn as soon as he gets confirmation. Ann D. said that the woman who does Miltown Moms (and is a Glendale resident) will be in the parade, and she has her own radio show, so we're hoping she'll talk up our Fourth-of-July celebration. If anyone has other local celebrities we should invite they should give the ideas to Bryan.

Volunteers:

Bethanie asked that people let her know about volunteer needs ahead of time (by next meeting). Shawn suggested that someone with a pickup truck could drive electrical panels back to DPW. Shawn suggested volunteers for shuttle stops. It was mentioned that the number of volunteer shirts and the criteria for getting shirts were good last year. Jenna asked if it'd be OK if the "Welcome to Glendale" booth will be combined with the volunteer booth. The committee agreed. Ann D. said that she needs a volunteer to survey people (which is required for a grant the city is getting). Hope suggested that we automate the survey so people can respond by texting. Eric mentioned that we need two people per bounce house and that they are staying open longer. Steve suggested canopy tents for shade for the volunteers. Steve suggested painting lines on the grass to help keep the lines orderly. Bethanie suggested that we start soliciting volunteers on Nextdoor.

Parade:

Jill reported that she offered the Shriners Longriders \$800 and hasn't heard back from them. Many of the parade acts from previous years have said they will be back. She's still waiting on the horses. Shawn asked if we can approach Klements for the "original" racing sausages (now that they aren't associated with the Brewers anymore). Jessica will look into this. Steve said that some people asked why there weren't more floats. It was suggested that we get sponsors to sponsor prizes for the best float. Other committee members suggested that we don't have the staff for that and we can just invite people to bring floats. Jenna suggested that we do a series of Nextdoor postings to get people to enter the parade (as well as for volunteers etc.). Hope suggested guidelines (Google: rules for floats in city parades). Jessica said that she has tried to talk to the Brown Deer parade director about sharing acts, but she hasn't heard back from him. She has tried to contact mascots for several teams, like the Bucks, the Lakeshore Chinooks, etc. There are some WWII veterans she's talked to.

Stages:

Shawn said he's waiting to figure out if we want a second stage with Bingo, community acts, etc. Sarah has said that she can fill a second stage (though we might want to get an assistant stage manager in case she can't be there on the day of). We have already decided on a really big tent. There was discussion about whether to have a second tent or not. Hope suggested that having more acts might help get vendors to stay longer. Bethanie moved that we get a second tent that is 60' x 40'. Motion passed. Sarah can now try to fill the second tent and next time we can talk more about what will happen in the second tent.

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Daytime activities:

Jenna reported that Trinny would prefer not to run the Talent Show if possible but thinks it's an important part of the day, so if anyone knows anyone who would do this well, let Jenna know. Bethanie said she would try to find someone this month.

Kids Games and Activities:

Hope reported that North Shore Fire and Rescue said yes to parade and Summer Soak. Cost Cutters are in but want to leave early. Hands of Henna is in, very excited. Friends of Kletzsch Park are in. Bounce Houses, Rock wall, and cave maze are all in. PTO will probably sponsor the 2nd bounce house (they gave \$1,000 last year).

Ann D. reported that sponsorship forms are finished and have been through every committee. She's giving one to Mary Lynn so Tom can look it over. Welcome to Glendale website has been updated and she will send the committee a link to it.

Ann Markuson is going to have Ann D. contact the PTO about sponsoring a bounce house, possibly a rock wall, possibly a cave maze.

The meeting was adjourned at 8:20 pm

Next Meeting

The next meeting will be on Wednesday, April 4th, at 6:30 at City Hall.