

CITY OF GLENDALE
5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209

4th of July Committee Meeting Minutes
April 19, 2022, 6:30 p.m.

Present:

Ald. Steve Schmelzling, Bethanie Gist, Sgt. Miguel Martinez, Sarah Acker, Marty Hersh, Jill Kastner, Heather Graham, Michael Pollack, Jessica Ballweg (City of Glendale Liaison)
Becca Garrison (Welcome to Glendale) Jesse BaDour (Welcome to Glendale)

Absent: Eric Zentner

The meeting was called to order at 6:40 p.m. with the Pledge of Allegiance.

Introduction of New Members

The committee had two new members introduce themselves. Michael Pollack is a lawyer and would like to review contracts for the event. Heather Graham is a paralegal and has connections with food trucks. She would like to help with Food and Beverage.

Approval of the March 15, 2022, Meeting Minutes

Motion by Sarah Acker, seconded by Jessica Ballweg to approve the March 15, 2022, Meeting Minutes. Motion approved unanimously.

Activities

The committee reviewed the Timeline of Events that Steve had created. The parade time changed back to 10:30AM as there would be a shift change for officers for a 3:00PM parade. We could have to keep officers for triple time. Sgt. Martinez said the police will block off the dam lot and put up no parking signs at 3 or 4AM. Sarah said the band load in time must be at noon. Steve said that for the Mayor's Welcome, the committee will need a microphone and speaker so the band can set up. Jessica asks that volunteers for the parade come at 8:30AM. She also said that last year we had a lot of volunteers for set-up, but not enough on the fourth. Volunteers for the bouncy houses need to be there 15 minutes before the children's parade ends. Steve will update the timeline. Vendors need to pull in on Bender and Milwaukee River Parkway before 9:30AM as the Parkway will be blocked for the start of the Children's Parade. The official start time for vendors would be 11:30AM. Bethanie suggests blocking off one of the bouncy houses during down time. Sgt. Martinez said the fireworks area and the service road will be blocked in the morning at 7:00-8:00AM. The police will also close off Green Bay and Mill Rd at 7:30PM going North Bound. This is new this year. Jessica said glow stick sales will have to be cash only for volunteers to walk around the park. The committee will stop selling tickets at 9:00PM and sellers can stay until 9:30PM.

Steve said that the Scouts will collect flags for retirement at the Fourth of July. They will be burned properly on Memorial Day 2023.

There will be a separate committee meeting for how ticket sales will go. Becca said the tickets are mostly 0.50 cent sheets, \$1 or 0.50 cent raffle tickets. Becca estimates about 3,400 sheets counted in stacks, in addition to others miscellaneous sheets. The treasurer and volunteers will need to count tickets to figure out the 10% portion of sales they committee will receive.

Entertainment/Activities Schedule

10:00AM- Children's Parade; 10:30AM- Main Parade and Bouncy Houses/Children's Games/Vendor Booths; 12:00PM- Mayors Welcome; 12:30PM- Birthday Cake; 1:00PM Goody Bags; 2:00PM Super Soak; 5:45PM Thank the Vendors; 6:00PM The Toys; 7:00PM Break Down of Tents/Bouncy Houses; 8:45PM- Sell Glow Sticks, 9:15PM- Last minute vendor thanks; 9:30PM Fireworks.

Set Up/Tear Down

Prior to day of, the tent/stage will be delivered, electrical setup, and snow fencing done; Day of... 3:00AM- police block off Dam lot and pull no parking signs, 8:00AM Volunteers and Food Truck Arrival, 8:30AM bouncy house/vendor/food truck set up; Noon- Band Set Up, 7:00PM- take down bouncy houses and tents, 7:30PM- Police to Block Green Bay at Mill Rd., 10:30PM- Tear Down.

Booklet

Becca stated the booklet due date is April 28. She will create the graphics for the Fourth of July, and there will be two pages in the booklet designated for the event like last year. Her goal is to get the booklet finished by May 1 to send to printing. Becca asked if she should include rules and regulations regarding grills and carry-ins. The committee decided she should not include this in the graphic as the committee has no way of enforcing this. Jessica will check if the Parks would provide coal buckets for individuals who bring their own grills. Steve stated that the rules and regulations will be posted on the website.

Bands

Sarah said The Toys contract is ready for review. She would like the contract to be reviewed by an attorney. She included a clause on Force Majeure. Sarah is using the same agent as last year, so they are familiar with the event. Sarah requested the same stage size from last year. Stage size was a 16' x 24'. Jessica will book the stage.

Kids Activities

Sarah suggested a balloon artist like in years past. Jill said she reached out to Cost Cutters; they said no to the kid's hair dye. Other items suggested included Gurkens Tae Kwon Do, face painting, and a rock-climbing wall. Jessica said the rock wall was sponsored by REI in the past, but they are no longer in Glendale. Steve suggested Adventure Rock to sponsor the rock-wall for this year. Bethanie said on Next Door she saw a face painter. Jill said she can post on Next Door to see if anyone would be willing to offer a kid's activity or ideas. Bethanie said she will post the same in her area too.

Steve confirmed the dunk tank will be run by the scouts. He also suggested that kids' activities cost nothing because of limited sponsorship.

Activity/Informational Tents

Jill will post on Next Door and see if any businesses are interested. She will also reach out to committee members for ideas. Jill stated that she's been sending emails and placing phone calls, but most businesses don't respond. Becca said she already has four informational booths. Becca will send the information for those booths to Jill. Steve said to direct businesses to the Fourth of July website for booth information.

Food and Drink

Becca had a meeting with The Brick and said the owners are only interested in alcohol sales. If the committee wants The Brick to do food and drink, they won't participate this year as they are short staffed. They are fine with the committee moving to tickets. Becca also mentioned if The Brick is not asked for this year, they will close the restaurant as their staff already wants off. They will close off the parking lot too. The Brick states they didn't even make \$3,000 in sales last year with all the carry ins and grills. The Brick is interested in participating this year, but just in alcohol sales. After much discussion, Bethanie said she'd reach out to the Brick and tell them the committee needs are to find an alcohol vendor who will also sell food. She'll cc Jessica, Marty, Steve, and Becca into the email.

Bethanie has secured the following food trucks: Café Corazon, Board Ice Cream, Pete's Pops (replacing Tropical Pops), Chippy's Popcorn, and The Wisconsin Fried Cheese Curds. Potential food vendors are the Friendship Café, ASKT, and Illuminati's. However, Illuminati's is short staffed; they said to reach back out in June. Bethanie is having a hard time finding a hamburger/hotdog food truck. Heather and Bethanie will talk about vendor options for the hamburgers and hotdogs. Bethanie also mentioned if food trucks need to restock, there should be an alternating schedule. Bethanie also suggested that there be an interest form for food vendors on the website to learn more.

The committee agrees the first year for non-profit organizations don't need to pay the 10% of sales as they can decide if it's worth it for them to return for the following year. The Boy Scouts would be exempt from this as they volunteer their time to help with the event. Becca would like to include the Food Vendors into the booklet. Bethanie will tell Becca which food trucks have committed.

Becca said that AJ Painting Contracting will help fix up the ticket booths. She is meeting him next week. AJ Painting just asks for recognition on the ticket booths.

Marty said the corn roaster is set. It will be delivered day of event as it will be used at Summerfest. Marty will contact the corn roaster guy after June. This is sponsored. Jessica said the City of Glendale will be writing checks to give to the vendor. Scouts would buy the corn and water.

Fundraising

Becca stated Welcome to Glendale (WTG) has verbally secured \$9,000 in sponsorships; although, WTG has only received \$4,000. Invoices have been sent via email, but Jesse will send invoices out in the mail too. WTG struggled to secure some sponsorship opportunities including portion of the fireworks, tent, and stage; although, this was anticipated.

Becca said after reviewing the revenue vs expenses of the 2021 Summer Event Guide Booklet, WTG paid \$4,000 out of their own general marketing account. The booklet was not profitable in 2021 and probably won't be for 2022 too. Steve said that the Boy Scouts used to deliver the booklets which saved money on the booklet. Jesse will send the exact numbers of the booklet expenses and revenues made from 2021 to Steve. Sponsors will be mentioned in the booklet, on the Fourth of July website, during the Mayor's Welcome, and on promotional items. Steve requests a revised budget of what Fourth of July can expect for revenues in sponsorships.

Parade

Jessica mentioned that she has had some parade acts/bands drop out because of the new parade time at 10:30am. She has secured the Tripoli Long Riders; she expects the Nicolet Fear to join too. She wants to know how many horses to include as they are pricey.

Promotions

Fourth of July will be promoted on Key Milwaukee, in the Glendale Summer Event Booklet, and event calendars across Metro-Milwaukee. Jessica and Steve asked about putting a billboard up on 1-43 across from Maglio. Ann did this last year.

Grounds

Jessica reached out to Ricky, the DPW mechanic. Hopefully Steve, Eric, and Ricky will be in a meeting together. Jessica stated the park rental is in. Jesse stated the ATM is secured. Jessica said the portable bathroom cost went up considerably. It will now cost \$1,400 for the same amount of units as last year, while it only cost \$1,000 in 2021. Committee liked having two separate locations for wash sinks last year. After discussion, the committee decided to lower the regular bathrooms to 10 (13 in 2021) and 3 water pumps (4 in 2021) while keeping 2 handicap units. Two water pumps will be placed by the bathrooms and one by the food. The committee may be able to refill the water pumps if someone shows them how. Jessica also stated that The City of Glendale will also have the hand sanitizer units out like last year. Jessica has locked in the stage and tents. These items came under budget.

Fireworks

Jessica said the fireworks proposal is \$14,000. This cost would include insurance and labor. The firework guys are dealing with what they can get in as supply chains are low. This year the firework "cakes" count will be down, but they will increase the shell count. This is to keep the duration of the firework show the same. The fireworks guy recommended using a cobra firing system. Jessica will need to discuss this with Paul. Essentially, the show may not be as impressive as in years prior, but the length of the show will remain the same.

Volunteer

Bethanie said she'll start working on volunteers in the middle of May with a hard push for volunteers and details of the positions available.

Public Safety

Sgt. Martinez said the Glendale police will work with what they have. Both Sgt. Martinez and Jessica have reached out to the Sheriff's Office, but neither have heard back. Jessica said the Sheriff's Office may be waiting until closer to the event. They'll try to reach out again.

Beer Sales

Steve said the Fourth of July committee will need the council to approve of a Temp B license for whichever organization will serve beer sales. The Fourth of July committee is considered a “Fair Committee”. The committee would need someone who is a licensed bartender operating on-site. Steve and Jessica said that as for liability, the Fourth of July committee is a city committee and would fall into City jurisdiction. Jessica added that we would need volunteers, but we would need one licensed bartender monitoring the beer pours. The Temp B license needs to be visible and posted for all to see. Heather said she would help if need be. Jessica stated the Sprecher Oasis has bartenders, and she will ask them if they’d help at the event. Bethanie added we would need a person taking the tickets for beer and they would need to Check the IDs. The committee agreed they’d prefer to have a food vendor serve the alcohol. If no food vendor is able or willing, this task would fall on the committee. Jessica added that the committee could even sell Whiteclaw as this is a fermented drink. Variety will be good for sales than just selling beer.

Adjournment

Motion by Jill Kastner, seconded by Marty Hersh to adjourn the meeting at 8:40 p.m. until May 17, 2022 at 6:30 p.m.

Respectfully submitted,

Jesse BaDour

Deputy Director

Welcome to Glendale-Convention, Visitors, and Business Association