

CITY OF GLENDALE
May 21, 2019, 6:30 pm
2018 4th of July Committee
Maslowski Park
2200 W. Bender Rd.
Glendale, Wisconsin 53209

Present:

Jenna Kunde	Eric Zentner	Ann Markuson
Steve Schmelzling	Marty Hersh	Bobbie Hughes
Sgt. Mike Morris of G.P.D.	Ann Deuser	Sarah Acker
Jessica Ballweg	Mary Lynn Cinealis	Tom Cinealis
Bryan Alexander (adult bike rider)		

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

Parade:

Bryan Alexander talked about his desire to have adult bicyclists ride in the parade separate from the kids' parade. Brian talked about asking a bike shop to sponsor it. Mary Lynn asked why it would need sponsorship; what's the money for? He said there is no money needed. This would help raise awareness of the Oak Leaf Trail connector and bike lanes and to let people know that bicyclists are there. The idea is that the adults would ride first to clear the way for the kids on bikes. Jessica said it would have to be self-organized. Eric mentioned that if they go at the beginning, no one will take them seriously. MaryLynn suggested they go at the very end. Ann mentioned the Root Beer ride (from Sprecher to Maslowski Park) on August 24th could be a great event for Bryan's group to be in.

Tom suggested that they bring a canopy and set up after the parade. Bryan said he'd talk to local bike shops and see what they might like to do. Jenna will send Bryan an email letting him know more details about the festival portion of the day.

Marty suggested a banner at the end of the parade to indicate the end. It could say, "Happy 4th of July, Meet us in Kletzsch Park," "Support our sponsors," etc. Steve mentioned we should indicate on the road where the parade ends. Jenna will work with Ann D. to get a banner. She also said that the Root Beer ride might be better, but the bike riders should have a booth at the daytime games and activities. Bryan will contact bike shops and the Wisconsin Bike Federation and see if there's interest.

Jessica has no count for elected officials. Brass Knuckles (patriotic brass band), several scout groups, Polish folk dancers, Nicolet Football, Belly Dancers, Micro Soccer, Kids Boogie Down, WGLB, two other bands. Marty's son will be Leo the Lion. We have Roscoe from the Admirals. Ann D. suggested MSOE.

Website and IT:

Steve talked about the new Glendale 4th of July website he created and showed it to the committee. <https://www.glendale4thofjuly.com/> In addition to providing information on what is happening on 4th of July and the schedule for July 4, it has links to the signup genius site for volunteering, parade sign-up, list of members, sponsors, etc. He'll be adding Talent Show information and signup soon. It costs \$16 per month. It also tracks how many people have visited the site. Everyone was asked to look at their name on the website and give Steve any edits.

Committee members, as they let people know about our event, should direct people to the website – to volunteer, sponsor, sign up for the parade, sign up for the Talent Show, etc.

..

Food Vendors:

Jessica said she has confirmations from everyone but The Brick. Boy Scouts (Corn Roast and Root Beer), Yum Yums, Chippies, WI Fried Cheese Curds, and Rolling Cones will be there. Jessica will compile the food vendors' electrical needs and email them to Eric. Ann Deuser mentioned that Dave Hagemeyer (who does hair coloring) might want to sell sundries (sun screen, sun glasses, lip balm, etc.). She'll follow up with Dave. Bobbie will follow up with The Brick and connect with Bethanie.

Booklet Sales:

Ann Deuser reported that we're over \$20,000 projected ad sales for this year's booklet and sponsorship. Jessica said we are now still collecting for 2018 Booklet ads. Tom has Northshore Engineering, Village Ace Hardware, Globe. Ann Markuson will contact Kristi Holvick from the PTO (they have sponsored a bounce house and the birthday cake in previous years). Tom is still trying to get David Hobbs to get the centerfold. He is having trouble contacting the Milwaukee Center for Independence. Jenna said Johnson Controls is in for \$3,300 and she'll try to find a contact from Clarios (the Johnson Controls spinoff). The Scouts will distribute booklets again. Jenna said Saturday, June 22nd is when we'd like to distribute. It costs \$5,900 to print 6000 booklets.

Marketing: 1800 flyers are going into kids' backpacks, Facebook page, Travel Wisconsin, Key, Event Calendars, Miltown Moms Newsletter, Gospel Radio Station, Nextdoor Glendale, Nextdoor Bayside/Foxpoint. Ann D. met with Nicolet NHS to ask kids to volunteer. WGLB (gospel radio station) would like to broadcast live from the park on the 4th. Ann is trying to negotiate sponsorship to have patriotic gospel singing booming when parade ends. She also got a sponsor to print t-shirts for NHS volunteers.

Volunteers:

Steve said we still need a lot of volunteers. Mary Lynn said we still need drivers. All committee members were asked to try to solicit people that they know as volunteers and to send them to the 4th of July website to sign up. In addition, we will ask Bryan Kennedy if he can post a request for volunteers on NextDoor. Ann will post something on FaceBook.

Stages:

Everything is in the Megatent (the only tent). Sarah said we'll see if the Gospel singers can be right at the beginning, when the parade ends. Sarah discussed the Squeezettes, but she doesn't think it will work for just an hour.

Noon:	Mayor's welcome, Color Guard, and Veteran's Salute
12:30 - 2:00 pm	Talent Show.
2:00 – 4:00 pm	Kid Boogie Down does dancing and bubbles.
4:00 – 5:00 pm	Bingo. Ann D will do Bingo again
5:30 – 9:30 pm	5-Card Studs. They need the stage by 5pm, and then play from 5:30-9:30.

Sarah will be giving people numbered parking passes this year so police officers can check to make sure people are actually authorized to drive in.

In a 10x10 tent with a horseshoe of tables will be Gypsy Geoff and Pinkerton (magicians) from noon - 2:00 pm and Half Twisted Half Knot (balloon artist) from 2:00 – 4:00 pm.

Children's Parade:

Ann Markuson said that Jenna from Shorewest will be sponsoring gift bags. We will assemble the bags. Ann has the cookies. There are not kickoff volunteers yet. Ann M. will ask Bethanie to ask Haydee Smith if she can

..

be at Parkway to start the kids' parade. Robin and Ann will hand out goodie bags at the end of the parade and the Zimmerman's will hand out ice cream.

Cake:

Skew Marketing will donate the cake. Ann is going to work to find a Glendale company to provide the cake.

Parking/Traffic:

Sgt. Morris said the police should have contact #'s of people in the park because there will always be exceptions to the parking list. First Bank Financial Center is sponsoring a spot for special-needs kids (same section as last year), so we may have more handicapped parking. They need to be in the lot by 9:30am because the road will be closed at 9:30. Marty suggested handicapped parking only signage. Silver Spring House will be the Uber/Lyft drop off.

Kids Games and Activities:

Jenna provided a list of Games and Activities invited and confirmed to date, below. Jenna needs a Shorewest contact. Jenna Kunde will call Jenna from Shorewest. Jenna ordered stuff to wear in order to take selfies, but it won't happen without a volunteer. As of now we don't have face painting. Marty said he's now not sure there will be softball (despite the fact that we changed the layout for them). Johnson Controls has a relationship with the Bucks, so we might get stuff from them (like a connect-four carnival basketball game) and Jenna is inviting Nicolet basketball players to interact with kids with those games.

Games and Activities	2019
North Shore Fire Department Summer Soak	Yes
Glendale Police Dept - Crime Prevention and Kids' Stuff	Yes
Dunk Tank by Glendale Cub Scout Pack 393	Yes
Bouncy Houses	Yes
Home Depot Kids Workshop	Yes
Fabulous Hair Fun for Kids, Courtesy of Cost Cutters	Yes
Uncle Dan's Disc Golf	Yes
Friends of Kletsch Park	Yes
Jedi Training	Yes
Adventure Rock - 28' Rock Wall sponsored by Uncle Dan's	Yes
SpelioCave	Yes
Hands of Henna by Anita	Yes
Welcome to Glendale/Volunteer Booth	Yes
Schlitz Audubon Nature Center	Invited
Nicolet Recreation Department Youth Softball Exhibition Game	Mario Angeli organizing
Pickup games on the softball diamond	Yes
Heartis Village	Invited
The Bavarian	Invited
NicoletFEAR	Invited

Jewish Community Center	Invited
Urban Ecology Center	Invited
Glendale Heights (face painting)	Invited
Elite Clubs	Invited
Basketball with the Nicolet Stars	Invited
Knockerball	Invited
Children's Hospital of WI Community Services	No
North Shore Library	No

Layout:

The Brick (food and beer) will be in the southeast corner of the megatent. The other food vendors will be lined up east-to-west just north of the trees on the south end. The scouts will be the first (east-most) spot. The order of the other food vendors doesn't really matter. The dunk tank will be the western-most spot in the line. Henna will be north of the megatent (not in the tent).

Upcoming Meetings:

- Tuesday, June 4 – 6:30 pm at Kletsch Park Pavilion (go to the Southeast Corner of the building)
- Tuesday, June 18 – 6:30 pm at Richard E. Maslowski Glendale Community Park
- Wednesday, July 3 (setup) – Noon to approximately 4:00 pm at Kletsch Park and near Glendale City Hall
- Thursday, July 4

The meeting was adjourned at 8:25 pm.