

CITY OF GLENDALE
2021 4th of July Committee Agenda

May 18, 2021, 6:30 pm

Location

Richard E. Maslowski Park – David Hobbs For the People Community Room
2200 W Bender Road, Glendale, WI

Remote Attendance Details

Zoom Meeting

<https://us02web.zoom.us/j/84824833032>

Meeting ID: 848 2483 3032

Dial in: +1 301 715 8592

1. Gathering, call to order, and Pledge of Allegiance – Steve Schmelzling – 5 minutes
2. Introductions – All – 2 minutes
 - a. Welcome first-time attendees, guests.
3. Confirm minutes – Eric Zentner / Jesse BaDour / Voting members – 1 minute
 - a. May 11, 2021
4. Focus area report outs and needed committee discussion
 - a. Chair Report – Steve Schmelzling – 2 minutes
 - i. Review / confirm leads and alternates on focus areas
 1. Identify gaps in focus area leads
 2. Discuss potential candidates to join committee to fill roles
 - b. Fireworks – Jessica Ballweg (alternate Steve Schmelzling) – 10 minutes
 - i. Paul from Fireworks Vendor to share order status.
 - c. Grounds – Eric Zentner (alternate Steve Schmelzling) – 15 minutes
 - i. COVID-19 preparedness plan – Ann Deuser
 - ii. Flagging & signage on parade route, # of signs, who printing, staking
 - iii. Chalking field for fireworks/band, equipment, who can do
 - iv. Queue spacing, signage, call tickets for food
 - v. Update on rental of Stage / Tent – Jessica Ballweg
 - vi. Update on alternate source for club car – Jessica Ballweg
 - d. Activities – Ann Deuser and Jessica Ballweg – 10 minutes
 - i. Discuss kids activity packs / ice cream – Amy Barlament / Ann Deuser
 - e. Parade – Jessica Ballweg and Amy Barlament – 10 minutes
 - i. Volunteer need, placement, drivers
 - ii. Officials lined up
 - iii. Car need
 - f. Food & Drink – Marty Hersh (alternates: Bethanie Gist, Sara Woods) – 10 minutes
 - i. Update on food vendors

1. Ice Cream update – Bethanie Gist
 - g. Volunteer Coordination – Bethanie Gist (alternate Steve Schmelzling) – 5 minutes
 - i. Volunteer communications – Bethanie Gist
 - ii. Signupgenius updates as needed – Steve Schmelzling
 - h. Technology - Steve Schmelzling (alternate Jessica Ballweg) – 5 minutes
 - i. Any other updates needed (food vendors, LoveMonkeys, sponsors)
 - i. Promotion – Ann Deuser (alternate Jessie BaDour) – 5 minutes
 - i. Booklet status
 - j. Fund Raising – Ann Deuser (alternate Jessie BaDour) – 5 minutes
 - i. Revised income
 - k. Finance – Jessica Ballweg (alternate Steve Schmelzling) – 5 minutes
 - i. Update on quotes for services vs budget
 - l. Public Safety – Sgt. Martinez (alternate Jessica Ballweg)
 - i. No discussion planned
 - m. Secretary – Eric Zentner (alternate Jessie BaDour)
 - i. No discussion planned
5. Other Business
 - a. Department of Public Works clean-up of 4th of July items – 5 minutes
Confirm times proposed
6. Next Meeting – 5 minutes
 - a. Regular scheduled meeting June 15, 6:30 PM
 - b. Add meeting on June 1, 6:30 PM
7. Adjournment

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

If you are unable to attend, please notify the Chair and your alternate to provide updates in your absence.

This committee is open to additional members in a volunteer, non-voting role.

Contact Alderman Steve Schmelzling for more information at steve.schmelzling@glendalewi.gov

If you would like to be a voting member, contact Mayor Bryan Kennedy at bryan.kennedy@glendalewi.gov

Vision for the 2021 Celebration

This is the day our greater community celebrates together our nation’s Independence Day.

Our celebration will have a feel of a block party, keeping to 4th of July traditions: a parade, festive music, fireworks, and neighborly friendship.

All while understanding the need for heightened safety and social distancing, and the need to overcome challenges and celebrate *together*, having adapted to a new normal.

Current COVID Plan Option

Plan B is the option we are planning for currently.

Plan A	The same as years past. Two parades (children’s and main parade), food trucks, bouncy houses, vendor booths, games, headliner band, and fireworks
Plan B	With a Milwaukee County Parks permit, there would be a scaled down version. Only a main parade starting later in the afternoon, food trucks, headliner band, and fireworks
Plan C	No Milwaukee County Permit. The celebration would be changed to Richard E Maslowski Park without fireworks or parade.
Plan D	Health Department tells committee no Fourth of July celebration. Just fireworks.
Plan Z	In the event the country went back into a lock down, due to the variant strains, there would be no celebration. Only a house decorating contest.

Schedule

All meetings will be held virtually as zoom meetings until further notice.

Recurring on the third Tuesday of the month at 6:30 pm until 8:00 pm except the meetings in May, June and July, when we will meet more frequently.

4th of July Committee Guiding Principles

I will come to the meetings prepared, having acted on my responsibilities in advance.

When voting is required, Roberts Rules of Order will be used.

I will contribute to effective and productive meetings by:

Respecting the timed agenda, proposing changes if need to end on time.

Staying on the agenda topic, utilizing a ‘parking lot’ for side topics.

Being present and focused, avoiding distractions, and sidebar conversations/multi-tasking.

Allowing others to contribute, speaking one at a time recognized by the Chair when needed.

Ensuring actions are clear at end of discussion, Chair can call for a decision when needed.

Identifying action items: who, what, when, where.

Being open to ideas and attempt to understand other perspectives, especially when different from one’s own.

Assume, and maintain good intentions. We are all volunteers.

Keeping it fun, it is a party we’re planning after all!

CITY OF GLENDALE
5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209
2021 4th of July Committee Meeting Minutes
Zoom Meeting: May 11, 2021, 6:30 p.m.

Present:

Ald. Steve Schmelzling, Bethanie Gist Sgt. Martinez Sarah Acker
Ann Deuser (Welcome to Glendale) Jessica Ballweg (City of Glendale Liaison)
Jesse BaDour (Welcome to Glendale)

The meeting was called to order at 6:35 p.m. with the Pledge of Allegiance

Approval of the March 16, 2021, and April 20, 2021, Meeting Minutes

Motion by Ann Deuser, seconded by Jessica Ballweg to approve the March 16, 2021 and April 20, 2021, Meeting Minutes. Motion approved unanimously.

Parade Time Change

For 2021, Shorewood and Glendale city parades are both at 3:00 p.m. Steve sent an email inviting Shorewood's parade chair to the meeting, but he did not attend. Glendale's Fourth of July Committee agreed to keep the parade at 3:00 p.m. as all marketing is out. Jessica spoke with the North Shore Fire Department (NSFD) and Chief Whittaker said they could be at both parades; it will not be a problem. Bethanie stated Shorewood and Glendale have not shared parade acts since 2013.

Fireworks

Jessica invited Paul to attend, but she has not heard back. Jessica added that NSFD Chief Whittaker stated Kletzsch Park is the only legal place in Glendale to have fireworks.

Grounds

- Jessica is waiting to hear back from Milwaukee County Parks.
- Ann has followed up with the Health Department and is waiting to hear back about the COVID Preparedness Plan. There will be changes made to the plan, as the City of Glendale's Emergency Order has been rescinded. The Preparedness Plan includes extra sanitation and signage, spreading out for parade and food lines, vendor and volunteer requirements and awareness to the plan.
- Jessica said the tent will be \$750 and Canopies may have to build a stage to fit under the tent. The requirements asked for include a 16' x 24' stage, a tent with 7' clearance covering the band, and no tent pole obstructing the view of the stage. Jessica has locked in the hand washing stations and portable restrooms.
- Instead of using a golf cart, the committee discussed other options. Discussion included the tool cat at Glendale's Department of Public Works, Glendale Little League golf cart and trailer, Brown Deer Golf Course, or Steve offering a lawn tractor or an ATV with a trailer. No decision has been made for the replacement of the golf cart.

Activities

- The LoveMonkeys are booked. The committee will feed the band.
- Ann stated Goody Gourmets will be having their parking lot and landscaping done and will not be used as an Uber/Lyft area. After long discussion, the committee agreed to have the Uber/Lyft dropoff/pickup area on Mill Rd east of Green Bay Ave. There is a path leading guests into Kletzsch Park. Sgt. Martinez said the Glendale Police Officers will put signs up indicating no parking along the entire road and will block off the street the night before. Ann said we already have Uber/Lyft banners, and the committee will need to communicate this to the residents and public.
- Volunteer Parking will be at Kletzsch Park. Steve will create an updated map of the Uber/Lyft location and a before parade and after parade parking maps.
- Ann proposed dropping the kid activity packs and have individualized ice cream cups as this is another task for an already limited group of volunteers. The budget is \$500 for a kid's activity pack. Ann will call Cedar Crest to see pricing. Steve will ask Amy if she has done or lined something up already. If not, the committee agreed to move forward with Cedar Crest ice cream.

Parade

Jessica stated 26 acts have confirmed with 4 pending. The Glendale parade would include three bands, horses, Rosco from the Admirals, Triple A Shrine Riders, Sheriff's Department, Lions Club, Glendale Heights, and Tae Kwon Do. Politicians include Mayor Kennedy, council members, and the judge. Current pending acts are Nicolet Fear, Daley Debutantes and Drum Corps, polish dancers, and possibly a donkey and goats. The committee is expecting more acts as it is still early. Glendale will have at least 30 acts and a 25-minute parade. Jessica is not sure on number of politicians and number of cars to use. Jesse will help Jessica with the parade set-up. The committee will have signs indicating the parade time change at each main entry point and have hotline flags for spacing.

Food and Drink

Bethanie has not heard from Yum Yum Ice Cream and has reached out to Kilwins. As Jetz is no longer able to take part in the celebration, Bethanie has reached out to Brute Pizza and Luminatis Pizza. If neither can partake, she will reach out to Rocky Rococo. Current food and drink vendors include Chippy's, Wisconsin Fried Cheese Curds, Café Corazón, The Boys Scouts, Tropical Pops, The Brick Pub and Grill, and The Hot Dog Stand sponsored by ASKT and Chabad of Glendale. Boy scouts will be selling corn, water, and Sprecher root beer; they are the only vendor who does not need a permit. All other food vendors will need a permit, set by Milwaukee county. Jessica will send out the food vendor contract with COVID information to Bethanie and Marty. The committee will need signage for queue lines. Jessica will see if there are tickets to use.

Volunteers

The committee discussed having a new volunteer incentive program. In years past, there has been difficulties with people working short hours and expecting food tickets. It is becoming costly as in 2019 food reimbursement was \$477. Bethanie proposed having volunteers sign in

and out of working. Bethanie will create verbiage on how to give incentives to volunteers for the next meeting. On July 3rd, there will be set up for volunteers and Bethanie will ask if Jetz would donate pizzas. The Sign-Up Genius is up and active for committee members to sign up. The committee will reach out to past members for help and for a reunion photo.

Technology

The Fourth of July website is updated. Steve will get new maps updated. Once food vendors and parade acts sign contracts, the committee will highlight them (and sponsors) on the website.

Promotion/Fundraising

Ann stated the Summer Event Guide ad space is all sold. However, sponsorship is down about 50%. Sponsorship acquired is covering cost of book, Music in the Glen concert series, and some for Fourth of July.

Finances

Steve indicated most costs are coming in or around what was expected.

Public Safety

Sgt. Martinez stated all officers are aware and ready. They have a new officer who has recently went through field training.

DPW Clean Up

Steve will send out different dates for the Fourth of July committee to clean up and look through items at Glendale's Department of Public Works storage in later May. Dates will be in June.

Other News

Glendale is the second most vaccinated city in all of Metro Milwaukee. The top six cities are all North Shore. This is very encouraging news for our attendees to know.

Next Meeting Date- Tuesday, May 18, 2021.

The committee confirmed the next meeting for May 18, 2021 in person at 6:30 p.m. at the Richard E Maslowski Park. Members can still view virtually through Zoom. Jessica will check the calendar for the Sprecher Oasis for next week Tuesday. The meeting will take place at the park unless otherwise noted.

Adjournment

Motion by Ann Deuser, seconded by Jessica Ballweg to adjourn the meeting at 8:08 p.m. until May 18, 2021, at 6:30 p.m.

Respectfully submitted,

Jesse BaDour

Marketing and Event Coordinator

Welcome to Glendale-Convention, Visitors, and Business Association