

**CITY OF GLENDALE**  
**2021 4<sup>th</sup> of July Committee Agenda**

**June 21, 2021, 6:30 pm**

**Location**

Kletzsch Park 4<sup>th</sup> Of July Grounds (Parking Lot)  
6560 N Milwaukee River Pkwy, Glendale, WI 53209

1. Gathering, call to order, and Pledge of Allegiance – Steve Schmelzling – 5 minutes
2. Introductions – All – 1 minutes
  - a. Welcome first-time attendees, guests.
3. Confirm minutes – Eric Zentner / Jesse BaDour / Voting members – 1 minute
  - a. June 8, 2021
4. Focus area report outs and needed committee discussion
  - a. Chair Report – Steve Schmelzling – 1 minute
  - b. Grounds – Eric Zentner (alternate Steve Schmelzling) – 30 minutes
    - i. ‘Mega’ Tent location – Eric
      1. Stage Location
      2. Vendors under Tent: Brick, Scouts
      3. ATM
      4. Beer Trailer
    - ii. Other Food Vendor Layout
    - iii. Power runs
    - iv. Water runs
    - v. Welcome to Glendale Booth
    - vi. Porta Potties
    - vii. Hand Washing Stations
    - viii. Signage
      1. Parade route
      2. Vendor queues
      3. Space out general
      4. Yard sign locations
      5. Sponsor sign locations
      6. Enter / Exit signs
      7. Pick Up / Drop Off signs
  - c. Parade – Jessica Ballweg and Amy Barlament – 10 minutes
    - i. Volunteer needs remaining, placement, drivers
    - ii. Parade attendee COVID guidance statement distribution
  - d. Food & Drink – Marty Hersh (alternates: Bethanie Gist, Sara Woods) – 10 minutes
    - i. Update on food vendors
      1. Ice Cream update – Bethanie Gist
      2. Contracts in hand – Jessica Ballweg

- e. Volunteer Coordination – Bethanie Gist (alternate Steve Schmelzling) – 10 minutes
    - i. Volunteer counts – Bethanie Gist
    - ii. Signupgenius updates as needed – Steve Schmelzling
  - f. Activities – Ann Deuser and Jessica Ballweg – 10 minutes
    - i. Stage events from Parade end to Love Monkeys start
      - 1. House Music
      - 2. Flag Ceremony
      - 3. Mayor’s Welcome
      - 4. Volunteer Thank You
  - g. Technology - Steve Schmelzling (alternate Jessica Ballweg)
    - i. No Discussion Planned
  - h. Promotion – Ann Deuser (alternate Jessie BaDour)
    - i. No Discussion Planned
  - i. Fund Raising – Ann Deuser (alternate Jessie BaDour)
    - i. No Discussion Planned
  - j. Finance – Jessica Ballweg (alternate Steve Schmelzling)
    - i. No Discussion Planned
  - k. Public Safety – Sgt. Martinez (alternate Jessica Ballweg)
    - i. No Discussion Planned
  - l. Fireworks – Jessica Ballweg (alternate Steve Schmelzling)
    - 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 4<sup>th</sup> of July items – 5 minutes  
Follow-up time.
6. Next Meeting(s) – 5 minutes
- a. Meet again?
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](mailto:steve.schmelzling@glendalewi.gov)

If you would like to be a voting member, contact Mayor Bryan Kennedy at [bryan.kennedy@glendalewi.gov](mailto: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 4<sup>th</sup> 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.

**4<sup>th</sup> 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**

June 8, 2021, 6:30 pm

**2021 4<sup>th</sup> of July Committee**

Meeting in Person at City Hall and digitally by Google Zoom

Present:

Jesse BaDour	Sarah Acker	Sara Woods
Jessica Ballweg	Steve Schmelzling	Paul Stolzel
Ann Deuser	Bethanie Gist	Eric Zentner
Sgt. Migel Martinez		

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

Minutes of previous meeting were approved.

Steve mentioned that most of the committee has signed up for volunteering spots. Milwaukee county cancelled their fireworks and a lot of the smaller communities have canceled or moved events. There have been many changes in activities. Jessica mentioned that the county lifted caps on outdoor events. Steve said we have a 6000-person capacity (at 30 square feet per person), so 75% of that is no problem.

Fireworks:

Paul said the whole area that's normally roped off at 1pm will still be roped off at 1pm. Jessica said the parade will actually go through the pavilion half-circle driveway (avoiding the road) and then she hopes the parade acts will go east down the little road down to the soccer-field area (this area won't be closed off) if they need to regroup. Otherwise they can exit via Green Bay Rd. or Good Hope Rd. We need to barricade the parking spots by the pavilion so no one parks there in the morning. Steve talked about budget; we're planning a \$10,000 fireworks show, but the Milwaukee parks are doing it on the 5<sup>th</sup>, so Jessica thought we might want to try to add money if we can. Paul said there's a big difference b/t a \$10k show and a \$13-14K show; the 10K show might be 20 minutes (maybe less).

We then had to discuss the whole budget to determine if we could increase the fireworks budget. There was talk of switching from a small band-only tent to the mega tent we had 2 years ago (which we weren't going to do because of the county's limits on capacity) and that led to a discussion about whether we need to rent tables and chairs. We decided not to rent tables and chairs and just to use county picnic tables. We discussed whether we want the mega tent (\$4,736 – an additional \$1,876) or whether that extra money should go towards a larger fireworks show. Ann said she has \$5K from fundraising and we could use 2K on the mega tent and 3K on fireworks, so we'd have a \$13K fireworks show. Bethanie is going to lock in Kilwins to sell ice cream. We are not going to do kids' goody bags unless someone wants to donate pre-assembled goody bags. We have the use of a golf cart donated by the little league, so that saves us \$200. Ann will try Trader Joe's or Aldi for donating bottled water. We do not know if the park permit cost has changed, so that's an unknown variable. After multiple budget modifications, we are about \$1800 under budget, \$29,106 being spent and \$30,752 allocated. There was a motion to approve the modified budget, and it passed unanimously.

..

#### Grounds:

Sara Acker said that the Love Monkeys verified by email that they can plug into the "band" outlet on the back of the south breaker box. We are going to mail our preparedness plan to the county. We know what most of the food vendors need for power, but we are waiting for the contracts to know for sure.

Jesse is arranging for an ATM, and we get 50 cents per transaction. She's working with QT ATM company. She will tell them to set up on the 4<sup>th</sup> between 11 and 2 (done by 2) and she will give them Eric's phone number.

Jessica talked about whether the Brick can bring their beer trailer. Last time the city had to because The Brick couldn't remove the trailer from their premises. We need to find out about this for this year. Bethanie will follow up with this if Marty can't. Marty will find out about the corn roaster and the fire truck for the Scout's sales. Bethanie will follow up with Marty about this.

The mega tent (only tent) will be oriented east-west, north of the southern end of the grounds. The fire truck (run by scouts) will be just east of the mega tent. Cheese Curds will be just north of the clump of trees on the south-east corner of the grounds. We need to make sure the west-east midpoint of the south edge of the tent is no more than 100 feet from the south power box.

#### Parade:

We decided we should have a no-hand-shaking policy and ask people to maintain a 6' distance. Candy must be individually wrapped.

#### Food and Drink:

Bethanie said she got Lou Malnati's as a pizza vendor. Clark Deitz will donate \$500 for the scouts' fundraising (to pay for corn roaster, root beer, etc.). Marty needs to get the corn roaster and corn (Bethanie will check in with Marty about this).

#### Volunteers:

We don't usually staff the volunteer booth up until 9pm. Bethanie suggested we break it down at 8:30. Steve will update the sign-up genius (including for volunteers for the booth). We won't do T-shirts this year but we will have name badges. Bethanie has a list of incentives based on time spent. Committee members get \$5 in incentives in addition to hourly ones earned on the day of. Time-based incentives: \$2 coupon for up to 59 minutes. \$5 in coupons for 1 hour to 3 hrs, 59 min. 4+ hours = \$10 in coupons.

#### Booklet:

Ann said the booklet is at the printer now. Ann will be on CBS 58 talking about 4<sup>th</sup> of July. We will be on a billboard on 43. We'll have yard signs. 5,200 booklets will be mailed out and Ann will deliver them to nursing homes and child-care centers.

#### Public Safety:

Sgt. Martinez said we are all set. Every officer has been assigned. We have 3 bike officers in the park all day.

“

Our next committee meeting will be in person Monday, June 21st at 6:30pm at the 4<sup>th</sup>-of-July grounds of Kletzsch Park. We will also meet at 4:00pm at the DPW building mezzanine area to clean up and select what we need for this year.

Meeting was adjourned at 8:22pm.