

CITY OF GLENDALE

5909 North Milwaukee River Parkway

Glendale, Wisconsin 53209

January 18, 2022, 6:30 pm

2022 4th of July Committee Meeting at City Council Chambers and by Zoom

Minutes

Present in Person:

Steve Schmelzling

Jessica Ballweg (City of Glendale)

Jesse BaDour (Welcome to Glendale)

Eric Zentner

Present by Zoom:

Amy Barlament

Becca Garrison (Welcome to Glendale)

Jill Kastner

Brian (Inflate MKE Bounce House)

Bethanie Gist

Marty Hersh

The meeting was called to order at 6:35pm with the pledge of allegiance.

The minutes of the November 2021 meeting were approved.

Chairman's Report:

Steve talked about the vision for the event, showing everyone a written copy of the vision. He also showed the schedule and guiding principles. The schedule says that the committee will meet on the third Tuesday of each month until June when we will meet more frequently.

Kids' Activities and Games:

Amy is running this. Steve asked what we are going to do with bounce houses in light of covid. Brian said they have adapted to covid well. They have been mostly renting to small get-togethers, and they clean the bounce houses on the back end. They have had some larger events where they added sanitization stations outside the bounce houses and only letting 5 kids in at a time. They would also observe from the outside to watch for a kid sneezing. After the event, they use a fogger that kills 99.9% of covid and other bacteria within 3 minutes. Then they shut it down and roll it up so it is sanitized for the next event. He said he would be willing to discuss other measures if there are other things we'd like done. Marty suggested fogging during the last 15 minutes of each hour. Brian said he would be open to do this, that it takes about three minutes per bounce house and the solution is easy to get. Jill asked how effective this is (we don't want to give anyone a false sense of security). Jessica mentioned that the city has a fogger. Steve said we could get volunteers to do the fogging. Brian said that the fogger is very effective for sanitizing the surfaces, but it does not protect the users from airborne transmission. Brian said he could get us information from the manufacturer of the solution. Jessica asked Brian what is in the contract regarding covid cancellation. Brian said he is very flexible; the day before the event would be tricky, but as long as we're giving a week's notice, he's not going to charge us. Jessie asked if we can fog ourselves as opposed to an employee of the bounce house company. Steve said if we are able to operate it, we can do it. Jessica said she has done it. Brian said there would be an

additional cost if we have him there the majority of the time. Becca asked if we are allowed to use our own fogging equipment with their bounce houses. Brian said probably, but he would talk to his insurance company. He said maybe he will provide the solution and we can use our fogger. Steve mentioned that we need to make sure fundraising for the bounce houses is available before we commit to this. Brian said if we have more questions, we can email him at brian@inflatemke.com

Fundraising:

Steve said we need to come up with fundraising scenarios. Steve said we would normally raise 15K, and that would give us a total of about 47K. If we have bounce houses, they will be separately funded. Marty mentioned that we can ask realtors to sponsor, as we've done in the past. Jessica looked it up and found that they were \$600 last time (\$750 with a \$150 discount) for three bounce houses. Steve went through the budget line by line. Jessie said there will be one booklet for multiple city events. Last year we broke even on this, so the events didn't make money, so they want to add pages to raise more money this year. Eric suggested that we remove chair/table rental from the budget and just use picnic tables, as we did last year. Steve said this would be an easy way to trim \$1000 from the budget. Becca said she was in contact with Brookfield rentals for tents and tables/chairs and would see if they can give us a good deal. Steve changed the budget to say "rentals if funding allows, otherwise county tables." The budget was passed.

Alignment in funding with Boy Scouts:

Steve said the scouts could do their own fundraising by getting sponsors to pay for the corn roaster and then putting up signs to recognize the sponsors. Steve said we've centralized the funding for fourth of July, but scouts can still be separate.

50/50 Raffle:

Steve said we have plenty of tickets. Jessie said we can get a gambling license, but would it just be for a raffle or would it also be for bingo, etc. Jessie does not know the cost of the license. Bethanie said Bingo is fun but high-maintenance; you need someone to run it and tables and chairs etc. Steve said we could leave our options open by registering for both (raffle and bingo). Bethanie said if we have a raffle, we should split it into early afternoon for the parade crowd and evening for the fireworks crowd.

Glow sticks:

Would we need a permit for selling glow sticks? Steve asked Jessica to find out if we need a permit for this (same with beer sales).

Food and Drink:

Bethanie said we're looking for a vendor to replace The Brick. Becca said she had talked to the Bavarian Bierhaus. They want to be part of 4th of July. They would like to sell their beer and giant pretzels. They are willing to discuss other food items. Bethanie said she is open to discussing this; it would definitely depend on the food offerings. Jessica said an alcohol permit would need to come through Welcome to Glendale and we'd have to staff it with licensed bartenders. Jessica said we should explore making beer sales a fundraiser for the committee. Marty said it might be hard to get licensed bartenders. Jessica said it's not that hard to get and we have bartenders at Sprecher Oasis (which is closed on 4th of July). Steve said he wanted to get his bartender's license anyway. Becca said she has a Glendale bartender's license. Marty said we have been trying to get the Bavarian for years so we should try to get them. Steve said the beer

vendor should sell food too, that food is the main thing. Steve said if we are getting an alcohol-only vendor, then we're better off selling the beer ourselves. Becca said she would talk to the Bavarian. She said they might even bring soccer stuff for kids' games. Steve said he'd like to see what the beer sales are; how much money is coming in for beer.

Steve asked Marty to reach out and get the corn roaster. He said he will.

Steve would like to get the Sprecher truck and they should drop it off in the park when the tent is put up (so we don't have to move it). Steve asked if we got any refund for unsold soda, and Marty said we did not.

Becca mentioned that we could collect flags for "retirement" and do the retirement off site. Steve said Memorial day would be a better time for retirement, but we could have a collection box for flags. Eric mentioned that bin must be staffed so people don't throw garbage in the bin.

Grounds:

Steve asked if we have a DPW representative to shadow Eric; we do not. Steve said we should have someone who knows how to do this and that it would be good for representatives of the city to see the need for electrical updating. Amy said her husband Brandon could replace the box (he is a Master electrician and a licensed contractor). Eric said the city should still pay for materials (which would probably be a couple thousand dollars).

Steve asked if we can just have the same layout as last time. Bethanie said it depends on beer sales; we might have to adjust a bit.

Activities:

Jessica said the parade should go back to the regular morning time; when we moved it to the afternoon there were a lot of complaints and conflicts with other communities. Bethanie thought there was more positive than negative comments on the later parade time and the food vendors liked it better because there was less dead time between the parade and the fireworks. Eric said if we move the parade to any time other than 10:30am, we should check for conflicts with other communities. Steve said there was better retention of people with the afternoon parade; they would go right from the parade to food to band to fireworks. Eric said the parade really suffered, though. Jill mentioned that the lack of bounce houses hurts retention; people with kids left. Becca mentioned the Bavarian has carnival games contractors that come and charge for games and give a percentage to the host. Steve tabled this. We discussed parade start times. In addition to checking the North Shore community parade times, we need to make sure we do not conflict with Cudahy, Wauwatosa, or Oak Creek parades. We will try to start later without conflicting with any other parades.

We have \$4,000 budgeted for the band. Possible acts are: Covert Red (aka The Milwaukee Tool Shed Band); Rhythm Method; The Toys; The Love Monkeys; The Playlist; 5 Card Studs; Stetsin and Lace; Crossfire. Steve said we probably won't have the same band two years in a row; we would want to wait a few years.

Dunk tank: Jessica said her kids' travel baseball team might be a good group to run the dunk tank. She will ask at her next board meeting. If there are objections, scouts can timeshare with the baseball club.

Promotion:

Jessie said Becca has already created something for the WI special events guide.

Volunteer Coordination:

We are looking for volunteers in the following areas:

Official vehicles

Vice chair

Fund raising support

Main Parade Lead

Main Parade support

Grounds

Ticket Sales

Ticket Booth Rehab

Secretary

Activity tables

Bethanie said we have volunteers not on the committee coming on the 3rd and 4th. Steve will get a Signup Genius out there.

Fireworks:

We assume we'll have the same vendor again. We want to look into insurance and other needs.

Public Safety:

We need to connect Sgt. Martinez with the county sheriff liaison

Our next meeting will be February 15th at 6:30, here in the council chambers. Steve will send out evites.

Meeting was adjourned at 8:21pm