

CITY OF GLENDALE

5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209
February 15, 2022, 6:30 pm

**2022 4th of July Committee Meeting at City Hall Large Conference Room and by Zoom
Minutes**

Present in Person:

Steve Schmelzling	Jessica Ballweg (City of Glendale)	Bethanie Gist
Eric Zentner	Jill Kastner	Sarah Acker

Present by Zoom:

Becca Garrison (Welcome to Glendale)	Jesse BaDour (Welcome to Glendale)
Amy Barlament	

The meeting was called to order at 6:34pm with the pledge of allegiance.

The minutes of the January 2022 meeting were approved.

Steve said we need to discuss schedule and the parade time. He also wants to choose the band tonight.

Event Schedule:

Steve said that we could have our kids' parade at noon and the regular parade at 12:30. This is a sweet spot because none of the north shore or Milwaukee County parades are at this time (though Cudahy and Greenfield are close). This also might make the food vendors happy because they could serve lunch and there's a shorter time between the parade and the fireworks; less down time. We would want the food trucks all in by 11:00. We decided to have the parade at 12:30.

We decided to start at Milwaukee River Parkway and Civic Dr. and ending at the service road just south of the pavilion (though acts can keep going north to Green Tree to be picked up from Green Tree if they want). We need police officers and squad cars at Bender, Sunnypoint, Service Road, and Green Tree. Jessica said we could ask the sheriff's department to help do traffic control. Steve said we should talk to Miguel about this.

Steve will try to lay out the other events on a schedule, now that we have the parade scheduled.

Band Selection:

Sarah said that The Rhythm Method is within our budget, so is The 5-Card Studs, but we already had them. Eddie Butts Band is also within our budget. We like that the Eddie Butts band is diverse and seems to have a big song list. 33rpm is within our budget and is a WAMI award recipient. The Toys are fun, but they are over our budget. Bethanie suggested that if we have good options within our budget, we should do that.

We decided we would pursue our top 3 favorites. Eddie Butts is our first choice. The Toys is our second choice if they can come down in price. Cold-Sweat and the Brew City Horns

is #3. #4 is the Five Card Studs. Sarah will see whom she can get. The time frame should be 6pm – 9pm. Sarah will see if the band can do house music before the show.

Around 2:30 or 3, we will do summer soak. We will have the dunk tank. We are hoping to get more booths and events.

Steve will send out the updated version of the 2018 events. Jill will go through it and see whom we can get from the list.

Fundraising:

Jesse said all the permits will be going through the city. Welcome To Glendale will be doing the marketing and booklet. WTG will be contracted out by the city to create the booklet. The city already has a license for a 50/50 raffle. Jessica will check to see if our existing license lets us sell glow sticks. Jesse said that Bank Five Nine will probably be paying \$3,000 towards the band (they still need to get it authorized).

Food and Drink:

Bethanie said that Marty has been trying to reach the corn roaster person; he hasn't heard back from him. Bethanie said she is looking for a main food vendor to replace the Brick. She has been trying to reach the Bavarian Bierhaus. At first there was no response. She just heard back from them today, and they asked for the email chain again, and the person she talked to committed to giving us a response. She did talk to Dave Sobelman who is considering it. We have definite yeses from Chippies, WI fried Cheese Curds, Friendship Café (nonprofit Kosher Café training people with disabilities). Pete's Pops is very interested. Maybes from Planet Smoothie and Nothing Bundt Cakes. Bethanie is waiting to hear from Café Corazon. Board Ice Cream has another offer, so they are thinking about it. Bethanie said we should have a strict due-date for permit money and if they don't pay it, they can't come.

Steve is going to put this on the website: \$150 fee for vendors for the Milwaukee County Special Event Permit, and a 10% commission of the sales. Bethanie will be doing an email to all the vendors telling them about this too.

This year we will be doing food tickets. We need a dedicated booth/tent and a designated treasurer and a police escort to deposit money.

Bethanie has been giving everyone a march 1st deadline and hopes to have all the vendors committed at the next meeting.

Grounds:

Steve said there is a DPW person, Ricky, the city mechanic, who will be shadowing Eric to learn how to do the setup and teardown. Steve said he talked to the interim city administrator about replacing the south electrical box/panel.

Volunteer Coordination:

We are looking for: Secretary, Ticket Booth Rehab, Grounds Support, Fundraising. Jessica will ask Mary Lynn and Tom Cinealis.

Public Safety;

Jessica talked to Charlie about “hard” snow fencing (the fencing with wood pickets and heavy wire between them) because the plastic snow fencing is easy to cut and people did cut it last time we used it. Charlie said we don’t usually use this, but he will look into getting some. We will add more temporary no parking signs. Eric said that patrolling this area is what’s most important because they can cut the cable ties that hold up the heavier snow fencing or just knock it down and walk over it. We hope to get a large volunteer in a DPW-type vest to walk the line and keep people from parking on Green Bay.

Technology:

Steve will update the website to reflect the new parade route and parade parking and he will later post the schedule when it’s complete.

Fireworks:

Jessica will contact Paul for his insurance information and try to have it for next meeting.

At our next meeting, we hope to line up food vendors, line up top options for the band, line up booth people for daytime events.

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

Meeting was adjourned at 8:09pm