

**CITY OF GLENDALE**

5909 North Milwaukee River Parkway

Glendale, Wisconsin 53209

March 15, 2022, 6:30 pm

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

Present in Person:

Steve Schmelzling

Eric Zentner

Jessica Ballweg (City of Glendale)

Sgt. Miguel Martinez (Glendale Police Department)

Present by Zoom:

Sarah Acker

After technical difficulties with Zoom, the meeting was called to order at 6:47 pm with the pledge of allegiance.

The minutes of the February 2022 meeting were approved.

**Activities:**

Steve showed the event schedule on his computer. We are hoping to have snow fencing set up ahead of time as well as the parade route marked and dam lot blocked off. Jessica said DPW starts about 5 days prior to the 4<sup>th</sup>. The tents will probably come the Thursday or Friday of the week prior and pickup will be Monday or Tuesday. We will keep the same tent configuration from last year. Jessica said it is \$315.80 more expensive this year. Our tent budget is \$5500; the quote is \$5224, so we are within budget.

Sgt. Martinez said that starting the parade at noon will be a big problem for police presence because when we start early, the early shift officers can stay on a couple extra hours and help the daytime shift officers, but we can't keep them an extra 5 hours. Also, we are 5 officers short right now. He hasn't heard back from the Sherriff's department (whom we had hoped to contact for help). Jessica thinks we could change it back to 10:30am, that this wouldn't be a problem for parade acts, but it could be a problem for food vendors and it means we have two extra hours of programming to fill. If we have to change it, that is a pain, but we can do it if necessary.

**Band Selection:**

Sarah said we were looking at the Eddie Butts band, but they can't because they are playing at Bayshore. We are getting The Toys, and they've agreed to go down to \$4,000 rather than \$4,500 to meet our budget. Sarah would like to have the exact load-in time in the contract for the band, but that's hard because of the possible parade start time change. Sgt. Martinez said he would know about police staffing by Sunday, and he'll let Steve know.

Assuming the parade is at 10:30, band and food vendors need to be in before the parade. The band would need to take a break from setting up during the Mayor's welcome.

Sarah is specifying in the contract that the band gets 2 cases of beer and 2 cases of water. Eric asked Sarah to find out what power requirements they have and Jessica asked her to find out

if the band has any stage-size requirements. If the band has specific stage requirements, we will connect them with the Canopies representative.

### **Parade:**

Jessica said there are 3 parade bands she has reached out to. Steve was going to reach out to Shorewood to let them know our schedule, but he hasn't yet, and now he will wait until we know the parade time for sure.

### **Fundraising:**

Steve said our expectation for fundraising is \$15,000 and Welcome to Glendale has commitments for \$7,000 so far. Jessica said we don't need a permit to sell glow sticks; we can just do it. We do need a permit to sell alcohol. The city can't just get the permit; it needs to be an organization, like Welcome to Glendale. If we are going to sell the alcohol ourselves, Welcome to Glendale needs to get the permit. We will sell glow sticks for cash and have volunteers sell them.

Welcome to Glendale could reserve Picnic Area 1 (across from the dam lot) and 8 (by the Pavilion) for the companies that have donated substantially. We could put up "reserved" signs ahead of time and have police officers continually check on them to keep others from using those sites. It will be much easier to direct people away from these sites before they are set up than trying to move an established party.

### **Advertising:**

Steve said that he has updated the Fourth-of-July website, and he showed it on his computer. Jessica said she would be advertising for parade acts.

### **Grounds:**

Brandon Barlament, a licensed electrician, is willing to do the installation of the new electrical box. Brandon, Eric, and Ricky (from DPW) should get together and look at it and discuss what needs to be done. Jessica will coordinate this. We'll plan to have Ricky there for setup on the 3<sup>rd</sup> and the morning of the 4<sup>th</sup>, and possibly ask him to come back for teardown at the end.

### **Fireworks:**

Jessica said supply-chain problems are resulting in higher prices and smaller quantities of fireworks. They are prioritizing established customers and think there will be enough supply, but some substitutions may have to be made. We need to get our order in as soon as possible. Jessica will set up a meeting with Paul to figure out fireworks before the next meeting. Steve is going to try to keep everything within budget; if Welcome to Glendale does not raise all the funds we need, Steve will ask the council for a budget amendment to cover costs.

### **Volunteer Coordination:**

Steve talked to Lindsay Rocamora who volunteered to help with phone calls, cars, and parade acts. Jessica will talk to her about helping with the parade. Jill Kastner will be helping coordinate booths. Jessica said she needs two solid volunteers helping her to get the parade going. Jessica said last year we had lots of volunteers for the 3<sup>rd</sup> for setup, but not enough volunteers on the 4<sup>th</sup>. We will need some volunteer carpentry to fix up the two ticket booths; they need a little work; one needs a door.

**Public Safety;**

Sgt. Martinez said he wants to have an officer at the fireworks launch site. He also wants to close down north-bound Green-Bay Rd. from Mill Rd. to Green Tree Rd. around 7:30 or 8:00pm. This is for safety during the fireworks, but it also will hopefully help keep people from cutting or trampling down the fence.

**Technology:**

Steve said if you have city email, check your junk folder; he has been working on auto forwarding.

**Chair Report:**

Steve said the city contribution to Fourth of July that has previously come through the Welcome-To-Glendale budget will come through the city budget because the Welcome-To-Glendale budget is focused on “heads in beds” – promoting Glendale hotels.

**Food Vendors:**

Bethanie finally got a hard “no” from the Bavarian; we have no burger vendor right now. We are all in agreement that the Brick can not come just to sell beer.

Our next meeting will be April 19<sup>th</sup> at 6:30pm, in the city council chambers. Steve will send out evites.

Meeting was adjourned at 8:19pm