

**CITY OF GLENDALE**  
 5909 North Milwaukee River Parkway  
 Glendale, Wisconsin 53209  
**2021 4<sup>th</sup> of July Committee Meeting Minutes**  
 Zoom Meeting: March 16, 2021, 6:30 p.m.

Present:

Amy Barlament                      Ald. Steve Schmelzling                      Jessica Ballweg (City of Glendale Liaison)  
 Sarah Acker                              Marty Hersh                                      Ann Deuser (Welcome to Glendale),  
 Bethanie Gist                              Jesse BaDour, (Welcome to Glendale)  
 Guest: Ann Christiansen (North Shore Health Department)

The meeting was called to order at 6:36 p.m. with the pledge of allegiance

**1. Introduction to North Shore Health Department:**

Alderman Steve introduced Ann Christiansen from the North Shore Health Department and informed her on the various plans the committee has discussed for the 2021 Fourth of July Celebration.

***Summary from entire Meeting***

*\*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
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.

Ann Christiansen agrees with scaling down the event. Her biggest concerns are how the committee will achieve physical distancing on a parade route and food truck lines. She suggested sectioning off areas and having people sign up for parade viewing spots. Ann said the committee needs to encourage the use of masks (even though it is outdoors), advocate no dancing in front by band, create guidelines such as staying on own blanket with household, encourage a picnic environment for people to bring their own items, and use paint for social distancing on the parade route and park.

- Food trucks: One food line for people stand in. Ann Deuser said we would need two volunteers directing individuals to eliminate crowding in front of trucks. However, Marty brought up two potential issues: 1. What if people want food from multiple food trucks and 2. Food trucks will need prep-time and people will still linger around the trucks. We will keep food trucks but have a cue mechanism in place.
- Portable Restrooms: We will use two to three vendors to find port-a-potties and handwashing station to ensure we have enough. Ann Christiansen is concerned about the air circulation inside port-a-potties.
- COVID Measures- Steve suggests the Visitor Station have hand wipes and extra masks

The North Shore Health Department (NSHD) has not shut down any events this year. They want events to be successful while using guidelines and precautions. The NSHD will monitor COVID cases, especially with new strains, but believe with low case numbers and vaccinations, we should be able to proceed with the event. However, we need contingency plans.

## **2. Minute Approval:**

Motion to approve the minutes Jessica Ballweg, seconded by Sarah Acker. The February 16, 2021 meeting minutes were unanimously approved.

## **3. Chair Report:**

Steve mentioned there will be an ICC meeting on April 12th with various mayors and village presidents from around the area, including Milwaukee County. There will be a parks update.

## **4. Fireworks:**

Steve proposed shooting off fireworks on the slab cement by the Glendale Little League fields with the viewing area at Parkway Elementary for Plan D. Marty expressed concerns that there may be games over the Fourth of July weekend and that the Glendale Little League spends a lot of money on the fields. Jessica said it could cause issues with the Fire Department and Police Departments as they use Civic Dr. to respond to calls. **Jessica will reach out to Paul, the Police, and Fire Departments to see their thoughts and recommendations.**

## **5. Grounds:**

Eric Zentner is not present, and we will come back to this for the next meeting.

Ann said the Bavarian Bierhaus has offered their location for a Fourth of July celebration without fireworks, but unsure if we would need to pay. Jessica added the Richard E Maslowski park is also an option without fireworks and there would be no fee.

## **6. Promotions:**

Ann Deuser said Bank Five Nine is sponsoring the *The Love Monkeys*. We need someone to sponsor the fireworks this year. She is continuing to sell sponsorships and ad space in the event booklet. She has included the corn roasters as a sponsorship opportunity and hopes to find a sponsor. If the event is cancelled, Welcome to Glendale will reimburse the sponsorship funds for acts, except the booklet ad costs. This is because the booklet is advertisement for them. Bethanie suggested Ann reach out to food vendors and ask if they would like to purchase an ad space. All content needs to be sponsored by May 1<sup>st</sup>. The booklet will be mailed end of May.

## **7. Plan C:**

The committee agrees that if the Milwaukee County Parks do not give us the permit, the Fourth of July Celebration will be held at the Richard E Maslowski Park. **Jessica will verify if only Sprecher alcoholic beverages are allowed to be served and have Kaela reserve the date.** Bethanie mentioned that our residents want something to do, so the committee will hold some sort of event/festivity if possible.

## **8. Plan Z**

Ann stated, in the event the city goes into a lock down again (which is highly unlikely), Welcome to Glendale will have a back up plan. It would be home decorating. Ann and Jesse will have creative ready in case. This would mean everything is shut down. Jessica suggested finding a sponsor to donate flags for every yard.

## **9. Parade:**

Jessica stated that some local businesses and groups have reached out to see if there will be a parade. She has created a list of names and organizations who are interested. She will reach back out and email other groups at the end of April or early May. She has been telling groups there will be no vendor booths this year. Marty suggested lengthening the parade route to limit congregating. Steve said we could use steak signs for separation signs 6 ft. Jessica believes that extending the parade route should not be a problem. However, if the Milwaukee County Parks do not give us the permit, Glendale will not be able to have a parade.

## **10. Food & Drink:**

Marty said Sprecher will allow us to use the Sprecher vehicle. However, we would need to find volunteers who are licensed bartenders. Marty suggests having soda out of the taps and buying four quarter barrels instead of half barrels. This way we can have a variety of sodas instead of just root beer and we would not be competing with the Brick for alcohol sales. We are responsible for buying product. Café Corazón and Chippys are on board. Bethanie will follow up with Wisconsin Cheese Curds and Yum Yum.

## **11. Contracts:**

*Sarah will look at [The Love Monkeys'](#) contract and make sure it has COVID verbiage. Sarah will then send the contract to Jessica for parade acts and Marty/Bethanie for food trucks.*

## **12. Technology:**

No updates. Let Steve know if you want anything updated on the website.

## **13. Department of Public Works:**

No updates. Leave for next meeting.

## **14. Discussion for Next Meeting:**

Bethanie would like to talk about who we want as volunteers this year. Will there be an age limit? Usually there are younger volunteers, but should we stick to older crowds? Also, *Steve will let the committee know what happens in the ICC meeting.*

## ***Adjournment***

Motion by Jessica Ballweg and seconded by Marty Hersh to adjourn the meeting at 8:15 p.m. until April.

Respectfully submitted,

Jesse BaDour

Marketing and Event Coordinator

Welcome to Glendale- Convention, Visitors, and Business Association