

CITY OF GLENDALE
5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209
2021 4th of July Committee Meeting Minutes
Zoom Meeting: May 11, 2021, 6:30 p.m.

Present:

Ald. Steve Schmelzling, Bethanie Gist Sgt. Martinez Sarah Acker
Ann Deuser (Welcome to Glendale) Jessica Ballweg (City of Glendale Liaison)
Jesse BaDour (Welcome to Glendale)

The meeting was called to order at 6:35 p.m. with the Pledge of Allegiance

Approval of the March 16, 2021, and April 20, 2021, Meeting Minutes

Motion by Ann Deuser, seconded by Jessica Ballweg to approve the March 16, 2021 and April 20, 2021, Meeting Minutes. Motion approved unanimously.

Parade Time Change

For 2021, Shorewood and Glendale city parades are both at 3:00 p.m. Steve sent an email inviting Shorewood's parade chair to the meeting, but he did not attend. Glendale's Fourth of July Committee agreed to keep the parade at 3:00 p.m. as all marketing is out. Jessica spoke with the North Shore Fire Department (NSFD) and Chief Whittaker said they could be at both parades; it will not be a problem. Bethanie stated Shorewood and Glendale have not shared parade acts since 2013.

Fireworks

Jessica invited Paul to attend, but she has not heard back. Jessica added that NSFD Chief Whittaker stated Kletzsch Park is the only legal place in Glendale to have fireworks.

Grounds

- Jessica is waiting to hear back from Milwaukee County Parks.
- Ann has followed up with the Health Department and is waiting to hear back about the COVID Preparedness Plan. There will be changes made to the plan, as the City of Glendale's Emergency Order has been rescinded. The Preparedness Plan includes extra sanitation and signage, spreading out for parade and food lines, vendor and volunteer requirements and awareness to the plan.
- Jessica said the tent will be \$750 and Canopies may have to build a stage to fit under the tent. The requirements asked for include a 16' x 24' stage, a tent with 7' clearance covering the band, and no tent pole obstructing the view of the stage. Jessica has locked in the hand washing stations and portable restrooms.
- Instead of using a golf cart, the committee discussed other options. Discussion included the tool cat at Glendale's Department of Public Works, Glendale Little League golf cart and trailer, Brown Deer Golf Course, or Steve offering a lawn tractor or an ATV with a trailer. No decision has been made for the replacement of the golf cart.

Activities

- The LoveMonkeys are booked. The committee will feed the band.
- Ann stated Goody Gourmets will be having their parking lot and landscaping done and will not be used as an Uber/Lyft area. After long discussion, the committee agreed to have the Uber/Lyft dropoff/pickup area on Mill Rd east of Green Bay Ave. There is a path leading guests into Kletzsch Park. Sgt. Martinez said the Glendale Police Officers will put signs up indicating no parking along the entire road and will block off the street the night before. Ann said we already have Uber/Lyft banners, and the committee will need to communicate this to the residents and public.
- Volunteer Parking will be at Kletzsch Park. Steve will create an updated map of the Uber/Lyft location and a before parade and after parade parking maps.
- Ann proposed dropping the kid activity packs and have individualized ice cream cups as this is another task for an already limited group of volunteers. The budget is \$500 for a kid's activity pack. Ann will call Cedar Crest to see pricing. Steve will ask Amy if she has done or lined something up already. If not, the committee agreed to move forward with Cedar Crest ice cream.

Parade

Jessica stated 26 acts have confirmed with 4 pending. The Glendale parade would include three bands, horses, Rosco from the Admirals, Triple A Shrine Riders, Sheriff's Department, Lions Club, Glendale Heights, and Tae Kwon Do. Politicians include Mayor Kennedy, council members, and the judge. Current pending acts are Nicolet Fear, Daley Debutantes and Drum Corps, polish dancers, and possibly a donkey and goats. The committee is expecting more acts as it is still early. Glendale will have at least 30 acts and a 25-minute parade. Jessica is not sure on number of politicians and number of cars to use. Jesse will help Jessica with the parade set-up. The committee will have signs indicating the parade time change at each main entry point and have hotline flags for spacing.

Food and Drink

Bethanie has not heard from Yum Yum Ice Cream and has reached out to Kilwins. As Jetz is no longer able to take part in the celebration, Bethanie has reached out to Brute Pizza and Luminatis Pizza. If neither can partake, she will reach out to Rocky Rococo. Current food and drink vendors include Chippy's, Wisconsin Fried Cheese Curds, Café Corazón, The Boys Scouts, Tropical Pops, The Brick Pub and Grill, and The Hot Dog Stand sponsored by ASKT and Chabad of Glendale. Boy scouts will be selling corn, water, and Sprecher root beer; they are the only vendor who does not need a permit. All other food vendors will need a permit, set by Milwaukee county. Jessica will send out the food vendor contract with COVID information to Bethanie and Marty. The committee will need signage for queue lines. Jessica will see if there are tickets to use.

Volunteers

The committee discussed having a new volunteer incentive program. In years past, there has been difficulties with people working short hours and expecting food tickets. It is becoming costly as in 2019 food reimbursement was \$477. Bethanie proposed having volunteers sign in

and out of working. Bethanie will create verbiage on how to give incentives to volunteers for the next meeting. On July 3rd, there will be set up for volunteers and Bethanie will ask if Jetz would donate pizzas. The Sign-Up Genius is up and active for committee members to sign up. The committee will reach out to past members for help and for a reunion photo.

Technology

The Fourth of July website is updated. Steve will get new maps updated. Once food vendors and parade acts sign contracts, the committee will highlight them (and sponsors) on the website.

Promotion/Fundraising

Ann stated the Summer Event Guide ad space is all sold. However, sponsorship is down about 50%. Sponsorship acquired is covering cost of book, Music in the Glen concert series, and some for Fourth of July.

Finances

Steve indicated most costs are coming in or around what was expected.

Public Safety

Sgt. Martinez stated all officers are aware and ready. They have a new officer who has recently went through field training.

DPW Clean Up

Steve will send out different dates for the Fourth of July committee to clean up and look through items at Glendale's Department of Public Works storage in later May. Dates will be in June.

Other News

Glendale is the second most vaccinated city in all of Metro Milwaukee. The top six cities are all North Shore. This is very encouraging news for our attendees to know.

Next Meeting Date- Tuesday, May 18, 2021.

The committee confirmed the next meeting for May 18, 2021 in person at 6:30 p.m. at the Richard E Maslowski Park. Members can still view virtually through Zoom. Jessica will check the calendar for the Sprecher Oasis for next week Tuesday. The meeting will take place at the park unless otherwise noted.

Adjournment

Motion by Ann Deuser, seconded by Jessica Ballweg to adjourn the meeting at 8:08 p.m. until May 18, 2021, at 6:30 p.m.

Respectfully submitted,

Jesse BaDour

Marketing and Event Coordinator

Welcome to Glendale-Convention, Visitors, and Business Association