

**CITY OF GLENDALE**

5909 North Milwaukee River Parkway

Glendale, Wisconsin 53209

May 17, 2022, 6:30 pm

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

Present:

Steve Schmelzling

Jessica Ballweg (City of Glendale)

Eric Zentner

Sgt. Miguel Martinez (Glendale Police Department)

Jill Kastner

Bethanie Gist

Jesse Badour

Heather Burg

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

The minutes of the March 2022 meeting were approved.

**Band Selection:**

Steve reported on Sarah's behalf that we have the band, The Toys, booked.

**Activities:**

Bounce houses; We are getting two, one castle and one double slide. Jesse said that she talked to Amy who said we have Anita doing Henna. (Thanks, Bethanie for arranging this.) Rock Face Painting costs \$175/hr with a 3-hour minimum. We don't have the budget for that. North shore preschool tentatively can do it free if we help pay for materials. It's tentative pending staffing.

Jessica said the parade budget is used up; 3 bands, long riders, stilt walker, etc.

We can do Jedi training again (that's free), but we probably need to make more light sabers (pool noodles). We could purchase some games (sponsored by Glendale Heights) like corn hole, tic-tac-toe, etc. (Don't buy giant Jenga; Eric can make this.) Jesse will talk to Glendale Heights about this. Bethanie suggested we ask Nicolet Theater Department about coming to do face paint (since they can do makeup). Jesse has a contact for NHS at Nicolet; she will try to contact them for help with volunteering. Bethanie will contact Nicolet theater department for help with face painting. Jesse will say no to Rock face painting.

Friends of Kletzsch Park will have a tent booth. North Shore Preschool is a tentative yes pending staffing. Girton's Taekwondo is a yes. Schlitz Audobon would like to have a booth pending staffing. Jill will ask the North Shore library.

**Volunteer Coordination:**

We (the committee members) need to personally sign up on the sign-up genius. Steve is the only one signed up right now. Steve will change "Plan it now" to "Join Glendale 4<sup>th</sup> of July Committee" and "Volunteer Then" to "Sign up to Volunteer on the 4<sup>th</sup>". He will also change "18 only" to "18+ only." Amy Barlament should make up a flyer to give the schools to email to their students about the children's parade, and Heather will help with that if needed. Bethanie suggested a separate volunteer tent from the Welcome to Glendale tent.

**Food Vendors:**

Heather found Lucky's Spitfire to serve burgers, chicken, brats, and fries. They are willing to sell beer. Jessica said they need to provide a certificate of liquor liability and have licensed bartenders. Bethanie said Lucky's will do hot dogs if Friendship Café doesn't. We discussed whether we wanted to sell beer ourselves. The difficulty is getting volunteers. Steve looked into hiring bartenders, and it looks like the cost of that would eat up most of our profits. Jessica proposed that we let The Brick sell the beer only because Spitfire is willing to do food without beer. Eric suggested that if we do that, we make sure the Brick knows they are a fallback and they shouldn't have the prime real estate; the Spitfire should have that. Steve stated, and we all agreed that our committee policy still stands that we first would want a food vendor to sell beer; our second option would be to sell the beer ourselves; and having a stand-alone alcohol vendor would be the last option. Bethanie and Heather will talk and decide who is calling the Brick.

Bethanie said that all the other vendors are still on board: Corn Roast (scouts), Chippies Pop Corn, Café Corazon, Board Ice Cream, Friendship Café, Lucky's Spitfire, Pete's Pops, WI Fried Cheese Curds.

Bethanie and Jessica will create contracts for food vendors, and Steve can put them online. Steve will post a food-vendor sign-up form.

Ticket Booths have been moved out by DPW so Kelly and crew can start working on them.

### **Fundraising:**

Jesse said she just got the \$2,500 check for the parade. Total amount raised right now is \$8,550 (may be \$9,000 after \$450 pending comes in). Welcome to Glendale is giving \$5,000, mostly for signage. So the total could be as high as \$14,000. Steve said if everything comes in as expected, we will have a net \$1,000 surplus.

Do we want to charge for activity tent spots? Jessica said other municipalities don't charge organizations, but they make them do labor if they are there to make money. Jesse said that at Root Beer Bash, informational booths pay \$150. Do we want to consider this for next year? We may require volunteering, but there aren't many vendors who aren't already giving us a cut of their sales.

Steve said there has been a change in the council so that most of our funding will not come through Welcome to Glendale anymore. Next year we'll have funding coming out of the city's special event fund. In the future, we (the committee) will contract with WTG to fundraise for us.

### **Advertising:**

Jesse said we will have a 2-page spread in the summer event guide booklet. WTG will not continue to advertise in *Key Magazine* which costs \$650 for a full page. Steve questioned whether we need to promote the event that people already know about. Jesse said Becca already signed a contract with Milwaukee with Kids for \$500. Steve said that this isn't in the budget so it shouldn't have been signed. Jesse will ask Becca to talk to Steve about this. We are hoping we could be released from this contract. We also decided we do not want to pay for any Facebook ads either (though people can post on Facebook about the event). Jessica also said we don't need to be paying to promote this. We have a lot of free promotion.

We discussed flyers that could be put around the city. Steve said we have some reusable signs and Eric said we have big reusable banners.

**Grounds:**

Jessica tried to talk to Ricky about the electrical box replacement. Eric will contact Brandon Barlament and Ricky to coordinate meeting. He just needs contact info for both.

**Fireworks:**

Jessica said the fireworks provider sent the invoice from last year. It's looking like this year will cost about \$14,000 (same as last year). There's a possibility we can save \$1,000 depending on supply. There will be 16 grand-finale shells, an American Flag ground display, a Glendale ground display, lots of whistling, sparkling things, etc.

**Parade:**

Jesse asked Nicolet and Goldfish swim school if they would be in the parade. Jessica said Nicolet FEAR is coming. Long Riders are coming back, there will be three bands, Silverado Riders, We have a stilt walker. Steve suggested we get a TV weather reporter to come during the summer soak.

**Technology:**

If you need anything on the website, send it to Steve. Our site expires on July 28<sup>th</sup>; we need \$144 to renew for another year. Steve will renew after the 4<sup>th</sup>.

Our next meeting will be on June 7<sup>th</sup> at 6:30pm at city hall. We will also meet on June 21<sup>st</sup> at 6:30 in the park.

Meeting was adjourned at 8:45pm