

CITY OF GLENDALE

5909 North Milwaukee River Parkway

Glendale, Wisconsin 53209

June 7, 2022, 6:30 pm

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

Minutes

Present:

Steve Schmelzling

Becca Garrison

Eric Zentner

Sgt. Miguel Martinez (Glendale Police Department)

Jill Kastner

Bethanie Gist

Jesse Badour

Jessica Ballweg (City of Glendale) present by Zoom

The meeting was called to order at 6:38 pm with the pledge of allegiance.

The minutes of the May 2022 meeting were approved.

Activities:

Bounce houses are booked. We have a big castle and a slide-like one. We need to decide when we want them delivered. Steve said we should have Clorox wipes, but we don't really need to fog the bounce houses for Covid. We decided we will ask the bounce-house people to deliver between 8 and 8:30am so they are hopefully there before the food vendors.

Amy is picking up kids' games and activities supplies. Jill said Home Depot is coming with build kits. Brass Bell isn't coming. Schlitz Audubon isn't coming. Glendale Heights will be there to do face painting. Jill will send Steve the final list, and Steve will put it on the website. Bethanie will contact the JCC.

Flag collection: Steve will post this on the website. When we do the Mayor's welcome, we can ask if anyone has a flag to retire and if they want to say anything about the flag. We will then hang on to them until Memorial Day, when they will be properly disposed of. We should have a bin for them. Eric will bring a big plastic storage bin.

Jessica mentioned that we need our own PA system this year. Steve has a karaoke machine that is loud. Jessica will ask Sgt. Lynch at Glendale P.D. if they have one. We would also like a bullhorn; Jessica will get that from the P.D.

Boy Scouts will do color guard using flags from the council chambers. Steve will make a schedule for the Mayor's welcome: Scouts doing color guard, Sam Gist singing National Anthem, Mayor's welcome, Steve and/or another scout leader doing flag retirement, Becca doing a discussion of various events with sponsor thank-yous, then release the masses on the cake.

We discussed using some of our budget surplus (up to \$1,000) to bolster the daytime activities. Becca will email "Half Twisted, Half Knot" to do balloon sculpting (though he is probably booked already). If he is available, we will try to get him for 3pm-5pm.

Volunteer Coordination:

Tomika told Steve she had five volunteers and was working on more; Steve told her to make sure people sign up. Bethanie put it on Facebook and will put it on Nextdoor. Dr. Quan at Nicolet (NHS coordinator) announced it. The Cronwells signed up. Steve will ask his neighbor, Annemarie, if she has contacts who might volunteer. Steve will remove the 2nd stage manager position from the volunteer list. We still need people to sell glow sticks. We need one person to find them, buy them and coordinate volunteers. Becca will look for them on Amazon or Oriental Trading (100 for \$12). She will get at least 500 of them. We will sell them for \$1 each. Steve will send something to all his Aldermanic constituents asking for volunteers.

Bethanie said she's hoping Jet's will donate pizza for July 3rd set up again. If not, she asked if there is money in the budget for this? Steve said not really, but we can take up a collection and get pizza.

Heather said she will chase down people in her apt. complex.

Bethanie, if you need help, ask Lindsey Rockamora.

Food Vendors:

We need vendor interest forms and contracts from the vendors. Steve will put those on the website for future years. Bethanie is thinking about an additional vendor (a Chinese-food vendor) from 6-9 only because there's a concern that we may run out of food (as we have in the past). Since the daytime vendors will have a chance to resupply, we decided not to do that this year, but we will consider it for next year.

Steve said the beer selling is progressing. He said last year the beer vendor stopped tapping the less-popular beer even though they had more barrels. We discussed whether to mandate that barrels be tapped until a certain time. We decided not to do a mandate this year, but Bethanie will have a conversation with The Brick about maintaining variety until 8pm, and next year it will be mandated. We also discussed how late to allow alcohol sales. Officer Martinez said the later we sell alcohol, the more problems we will have. We decided to end alcohol sales by 9:00pm (and to post this ahead of time on the website and announce it with a bullhorn).

Marty will follow up on the corn roaster. The fitness place that committed to sponsor the corn roaster has been unresponsive (this is the \$450 deficit in fundraising).

Fundraising:

Becca said all the Welcome-to-Glendale funds have been moved to the city now. Everything is all in one file. They have \$5,000 left; after they buy signs and glow sticks, they will send over the balance. They have raised \$8,550. We have \$13,550 right now before the booklet deficit (\$683). Jessica will update Steve on fund reconciliations at the end of this year.

50/50 raffle: Jessica said she can check into the timeline for this; it may be too late. Steve suggested, and we agreed, that we not do a raffle this year but that we try for next year.

Advertising:

Becca mentioned that the booklets have not been printed yet. Chris at DPI had an accident and couldn't print; they are printing, hopefully by the 10th. It's a 3-person business; now they're down to two. DPI agreed to print the signs really inexpensively and we would have a laminated add-on with the sponsor's name that gets velcroed to the long-term sign. We have \$750 allocated for signs. Becca was trying to save most of that if possible.

Becca had several options for the billboard. We chose option #1 but make “City of Glendale’s 4th of July Celebration” in Red and move the website to the center bottom. Then the white text will be: Food, Bar, Parades and Fireworks.

We have the yard signs at DPW. Steve will pick those up; it’s time to start posting them. Steve will also look for the big signs, and Jessica will ask Steve from DPW to have the DPW summer crew do it. The bigger ones will go in the corners of the park; Steve and Eric will do that.

Grounds:

Eric mentioned that he met with Ricky and Brandon Barlament about the electrical box replacement last Thursday. Brandon said he would figure out pricing. Eric will follow up with Brandon on this. There is some question as to whether this will be done in time for the 4th of July; if not, we will limp through with what we have and make the update after the 4th.

Jessica has arranged: Portable bathrooms; tent and stage; NSFD summer soak; DPW setting up fence, barricades, sand bags, no-parking signs; park rental. We have to front the money for food-vendor permits; Jessica is sending the check to the county this week. The application for the liquor license is submitted.

Fireworks:

Jessica said the fireworks contract is done; it came in at \$14,000. She will have Paul look at it and explain it.

Parade:

Steve said Lindsay Rockamora is willing to help with cars. Jessica said 8-9 was more cars than we needed last year (2 extra) but TV personalities were still not showing up last year due to Covid. She also said there are always last-minute people showing up.

Security:

Sgt. Martinez said we are set. He asked if we have an alternate date for if it rains; we do not because it’s really hard to get another date for the park, and Kletzsch is the only location we can use.

Steve will notify residents living near the Uber/Lyft pickup spot that this will be happening.

We will copy flyers that show people where they can park.

We will use laminated signs on the garbage cans and the tables; we will also screw the tables together.

Technology:

If you need anything on the website, send it to Steve. Steve has added a disclaimer to the website informing people that: “Silly hats are optional but fun.”

Budget:

Our current projected expenses are \$45,729 with a \$2,756 surplus.

Items Needed:

Karoke/PA

Garbage Rubber bands (county or Boelter)
Garbage bags (from DPW or county)
Recycling bags (from DPW or county)
Etc.

Our next meeting will be on June 21st at 6:30pm at the Kletzsch Park dam lot.

Meeting was adjourned at 8:53pm