

CITY OF GLENDALE
2022 4th of July Committee Agenda

April 19, 2022, 6:30 pm
Onsite & Remote Meeting

Onsite: City Hall, Council Chambers

Join Zoom Meeting
<https://us02web.zoom.us/j/8493011874>
Meeting ID: 849 301 1874
+1 312 626 6799

1. Gathering, call to order, and Pledge of Allegiance – Steve Schmelzling – 5 minutes
2. Confirm minutes from last meeting – Eric Zentner
3. Focus area report outs and needed decisions
 - a. Activities – Jill Kastner / Amy Barlament– 25 minutes
 - i. Review/update event schedule based on shift to 10 am parade – Steve Schmelzling
 - ii. Progress booking band – Sarah Acker
 - iii. Review progress finding kids games & activities – Amy Barlament
 - iv. Review progress finding activity tents – Jill Kastner
 - v. Other ideas to fill the time between parade and band
 - b. Food & Drink – Bethanie Gist – 20 minutes
 - i. Replacement primary food vendor for burgers, brats, etc. – Bethanie Gist
 - ii. Beer sales vendor – Bethanie Gist
 - iii. Update on corn roaster price/contracting – Marty Hersh
 - iv. Update on ticket booths – Jessica Ballweg
 - c. Fund Raising – Becca Garrison – 10 minutes
 - i. Update on fund raising \$15,000 – Jesse BaDour
 - ii. Update on sales permit (glow sticks, etc.) – Jessica Ballweg
 - iii. Consideration to raise funds from activity tents
 - d. Promotion – Becca Garrison – 5 minutes
 - i. Updates on advertising
 - e. Grounds – Jessica Ballweg / Ricky Neth – 5 minutes
 - i. Update on electrical panel repairs – Jessica Ballweg
 - ii. Status on park rental – Jessica Ballweg
 - f. Fireworks – Jessica Ballweg – 5 minutes
 - i. Update on sourcing constraints
 - g. Parade – Jessica Ballweg / Amy Barlament – 5 minutes
 - i. Update on parade acts
 - h. Volunteer Coordination – Bethanie Gist – 5 minutes
 - i. Sign Up Genius slots

- ii. Update on recruiting for open needs
 - i. Public Safety – Sgt. Martinez – 5 minutes
 - i. Update on Milwaukee County Sheriff support day of event
 - j. Technology - Steve Schmelzling / Jessica Ballweg – 5 minutes
 - i. Discuss any needed updates to web forms
 - k. Finance – Jessica Ballweg
 - i. General updates as needed
 - l. Chair Report – Steve Schmelzling
 - i. General updates as needed
 - m. Secretary – Eric Zentner
 - i. General updates as needed
4. Other Business
5. Adjournment

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

If you are unable to attend, please notify the Chair and your alternate to provide updates in your absence.

This committee is open to additional members in a volunteer, non-voting role.

Contact Alderman Steve Schmelzling for more information at steve.schmelzling@glendalewi.gov
If you would like to be a voting member, contact Mayor Bryan Kennedy at bryan.kennedy@glendalewi.gov

Appendix A. Proposed Schedule

7 AM	Prior: Stake no parking and cover, stage snow fence, stage baracades and signage	
	Early morning: uncover no parking, put up baracades to dam lot	
8 AM	Grounds Setup with Volunteers, Committe, DPW grounds rep	
9 AM		Food Truck Arrival (Start serving at 11:30 AM)
10 AM		
11 AM	Headliner Band Setup at 11 AM	Parade Line Up
12 PM		Childrens Parade
1 PM		Main Parade
	Mayor Welcome, Volunteer thanks, sponsor thanks, Flag Ceremony with scouts, Singing of Stars and Stripes	
2 PM	Daytime activities (bouncy houses, rock wall, jedi, corn hole)	Serve bday cake gift bags for kids
3 PM		Summer Soak
4 PM		
5 PM		
6 PM	Headliner Band	
7 PM		
8 PM		Break down bouncy houses
		People start camping out for Fireworks
9 PM	Vendor thanks, volunteer thanks, house music	
	Fireworks	
10 PM	Tear down	

Proposed 2022 Event Vision

This is the day our greater community celebrates together our nation's Independence Day. Our celebration will have a feel of a neighborly block party, keeping to 4th of July traditions, with fun family activities including a parade, festive music, fireworks, and most of all friendship.

Schedule

Recurring on the third Tuesday of the month at 6:30 pm until 8:00 pm except the meetings in June and July, when we will meet more frequently.

4th of July Committee Guiding Principles

I will come to the meetings prepared, having acted on my responsibilities in advance.

When voting is required, Roberts Rules of Order will be used.

I will contribute to effective and productive meetings by:

Respecting the timed agenda, proposing changes if need to end on time.

Staying on the agenda topic, utilizing a 'parking lot' for side topics.

Being present and focused, avoiding distractions, and sidebar conversations/multi-tasking.

Allowing others to contribute, speaking one at a time recognized by the Chair when needed.

Ensuring actions are clear at end of discussion, Chair can call for a decision when needed.

Identifying action items: who, what, when, where.

Being open to ideas and attempt to understand other perspectives, especially when different from one's own.

Assume, and maintain good intentions. We are all volunteers.

Keeping it fun, it is a party we're planning after all!

CITY OF GLENDALE

5909 North Milwaukee River Parkway

Glendale, Wisconsin 53209

March 15, 2022, 6:30 pm

**2022 4th 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 4th. 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 3rd and the morning of the 4th, 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 3rd for setup, but not enough volunteers on the 4th. 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 19th at 6:30pm, in the city council chambers. Steve will send out evites.

Meeting was adjourned at 8:19pm