

CITY OF GLENDALE

5909 North Milwaukee River Parkway

Glendale, Wisconsin 53209

April 4, 2018, 6:30 pm

2018 4th of July Committee

City Hall

Present:

Jenna Kunde	Shawn Lanser	Eric Zentner	Steve Schmelzing
MaryLynn Cinealis	Ann Deuser	Bobbie Hughes	Tom Cinealis
Bethanie Gist	Sarah Acker	Sgt. Mike Morris of Glendale P.D.	

The meeting was called to order with the Pledge of Allegiance.

The committee unanimously approved the minutes of the March Glendale Fourth of July meeting.

Children's Parade:

Jenna reported that Ann and Robin are working on sponsors and are getting giveaways for the kids. Ann Deuser asked if she could solicit sponsorship for the Children's Parade. The group thought that'd be fine and noted that if a sponsor wanted to run and manage judging of kids' decorated bikes, the sponsor could do that. Jenna asked about whether we need to do more for security for the kids. Sgt. Morris said that parents are usually nearby. Also, there are officers all throughout the parade route and on the perimeter to keep people safe.

Parade:

Neither Jill nor Jessica could attend this meeting, but they have both reported to Jenna that the Parade is coming together well and that most acts from last year are joining again and a few new ones are joining.

Parade Vehicles:

Mary Lynn said it's too early to have vehicles yet. Jenna said Jessica will be contacting Mary Lynn about a WWII veteran who needs a vehicle.

Stages:

Sarah said that the music director at Nicolet said Nicolet music cannot participate on stage. Ann D. said that she's flexible about both timing and length of Bingo, so Sarah should just schedule whatever acts she wants and let Ann know when and where she should run Bingo. The committee requested a schedule with open time slots. Ann has been keeping this and will send the information to Jenna. Jenna will make a spreadsheet and send to the entire committee (and upload on the shared site).

Community Stage (in North, smaller tent): Bingo. Taekwondo? FEAR?, Rubik's Cube Kid? Music

Main Stage (in South, Mega tent): Pat McCurdy, Talent Show, Oil Can Harry

Talent Show:

Bethanie will ask Michelle Kornitz to do the administration of the Talent Show. Sarah will MC if no one else is available. Bethanie could check with toastmasters for judges. Bethanie and Sarah will oversee the talent show roles and preparation.

Kids Games and activities:

We have a climbing wall, dunk tank, rock wall, Jedi training, cave maze, henna, hairstyle booth, two bounce houses, the summer soak, Friends of Kletzsch Park, Home Depot?. Jenna is going to try to get racing dachshunds. Tom talked to Chelsea at The Brick who is planning to run bean-bag toss tournament at the park, and the finals would be at The Brick. Shawn doesn't know if his friend is doing Frisbee golf or not.

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Food Vendors:

Bethanie reported that nothing has really changed since last month. Sprecher (beer, soda, hamburgers), Chippies (kettle corn and lemonade), Rolling Cones (dinner cones) and the Boy Scouts (corn on the cob and water) are all on board. Dr. Dawg (hot dogs) wants to be there all day. Wisconsin Cheese Curds, Scouts selling corn. Bethanie will ask Marty if the scouts are interested in selling cotton candy.

Booklet Sales:

Ann, Jenna and Tom met last week to categorize potential sponsors so we know who is contacting whom. Tom contacted advertisers from last year and some new ones including Burkhart's, The Brick, Kiwanis, Glendale Heights, David Hobbs, and will hear soon if erewhon can sponsor the rock wall, etc. He is waiting to hear from some of them. Ann is contacting potential new sponsors including First Financial, Shorewest, Silver Spring House, Aurora, Elite, Adelman, State Farm, Boelter, etc. Ann will ask the Bavarian if they have carnival rides.

Shirts:

MaryLynn said that they have the design ready; we just have to put in an order. We should do the same color and style. Burkhart's is donating T-shirts for the volunteers in exchange for an ad in the booklet. Bethanie will do the criteria again for how many hours you need to work to get a shirt. Jenna will give MaryLynn the list of which committee members need shirts and might need shirts.

Documents/Website:

If you have things you want on file, send them to Steve. He will create an image of the park for layout. He's also reviewing the Glendale Fourth of July website pages for updates.

Promotion:

Ann D. reported that she and Jenna met and reviewed a marketing plan. Ann is promoting the Fourth-of-July celebration in a lot of different venues. Bethanie congratulated Ann for the great idea of having the flyer at polling locations. All our sponsors will get a graphic they can put on their website or Facebook page.

Budget:

Jenna said that we're pretty well on track with expenses and revenue. We need to firm things up for the stage acts.

Parking/Shuttle:

Riteway came through with the sponsorship. We are thinking of having a section for Lyft and Uber. Shawn and Sgt. Morris will talk about possible routes that shuttles could use. Sgt. Morris talked about how there have been problems in the past with cars being left in the circle drive. We should try to close off the street very quickly after the parade. Maybe the Brick or Silver Spring house and Goody Gourmet's (former Klettsch Perk) might be willing to have a couple spaces reserved for Uber or Lyft. Ann will figure this out.

Volunteers:

Bethanie said that today is the deadline for asking for volunteers. Ann D. talked about needing volunteers for the Welcome to Glendale booth during bingo when Ann is doing bingo. We talked about the fact that the Welcome to Glendale booth and the Volunteer booth are combined this year. It might be crowded, so Ann is going to look into getting a bigger tent for Welcome to Glendale and the volunteer booth. We should email Bethanie with volunteer needs. Tom has a 10' x 10' tent we can borrow.

We often have two meetings in May and/or June. Jenna will schedule them and we can cancel if they're not needed.

The meeting was adjourned at 8:07 pm

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Next Meeting: The next meeting will be on Wednesday, May 2nd, at 6:30 at City Hall.

Not related to the meeting: On April 17th at The Brick, have dinner there and a portion of the proceeds benefit NicoletFEAR robotics team (which is going to the World competition for the first time).