

CITY OF GLENDALE
2021 4th of July Committee Agenda

May 11, 2021, 6:30 pm

Remote Meeting

<https://us02web.zoom.us/j/81441587468>

Meeting ID: 814 4158 7468

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1. Gathering, call to order, and Pledge of Allegiance – Steve Schmelzling – 5 minutes
2. Introductions – All – 2 minutes
 - a. Welcome first-time attendees, guests.
3. Confirm minutes – Eric Zentner / Jesse BaDour / Voting members – 1 minute
 - a. March 16, 2021
 - b. April 20, 2021
4. Focus area report outs and needed committee discussion
 - a. Chair Report – Steve Schmelzling – 2 minutes
 - i. Review / confirm leads and alternates on focus areas
 1. Identify gaps in focus area leads
 2. Discuss potential candidates to join committee to fill roles
 - b. Fireworks – Jessica Ballweg (alternate Steve Schmelzling) – 10 minutes
 - i. Paul from Firework Vendor to share other potential firework locations for Plan D (ex. Little League Park) confirmation on storage option, and latest order date possible.
 - c. Grounds – Eric Zentner (alternate Steve Schmelzling) – 10 minutes
 - i. Update on COVID-19 preparedness plan – Ann Deuser
 - ii. Update on rental of Kletzsch Park for Plan B – Jessica Ballweg
 - iii. Update on rental of Stage / Tent – Jessica Ballweg
 - iv. Update on reservation of portable wash stations & city hand sanitation stations – Jessica Ballweg
 - v. Update on alternate source for club car – Jessica Ballweg
 - d. Activities – Ann Deuser and Jessica Ballweg – 10 minutes
 - i. Update on booking The Love Monkeys – Sara Acker / Jessica Ballweg
 - ii. Update on designated Uber/Lyft location – Ann Deuser
 - iii. Discuss kids activity packs – Amy Barlament
 - e. Parade – Jessica Ballweg and Amy Barlament – 10 minutes
 - i. Update on lineup
 - ii. Considerations for communicating time change

- f. Food & Drink – Marty Hersh (alternates: Bethanie Gist, Sara Woods) – 10 minutes
 - i. Update on food vendors
 - 1. Yum Yum Ice Cream update – Bethanie Gist
 - 2. Kosher offering update – Bethanie Gist
 - 3. Corn roast discussion – Marty Hersh
 - ii. Discuss ordering and queue method in more detail for any additional needed setup
 - g. Volunteer Coordination – Bethanie Gist (alternate Steve Schmelzling) – 5 minutes
 - i. Volunteer communication plan – Bethanie Gist
 - ii. Signupgenius updated – Steve Schmelzling
 - h. Technology - Steve Schmelzling (alternate Jessica Ballweg) – 5 minutes
 - i. Website updated.
 - ii. Any other updates needed (food vendors, LoveMonkeys, sponsors)
 - i. Promotion – Ann Deuser (alternate Jessie BaDour) – 5 minutes
 - i. Booklet status
 - j. Fund Raising – Ann Deuser (alternate Jessie BaDour) – 5 minutes
 - i. Revised income
 - k. Finance – Jessica Ballweg (alternate Steve Schmelzling) – 5 minutes
 - i. Update on quotes for services vs budget
 - l. Public Safety – Sgt. Martinez (alternate Jessica Ballweg)
 - i. No discussion planned
 - m. Secretary – Eric Zentner (alternate Jessie BaDour)
 - i. No discussion planned
5. Other Business
- a. Department of Public Works clean-up of 4th of July items – 5 minutes
 - i. At this point do we want to schedule a day to clean up?
6. Next Meeting – 5 minutes
- a. Regular scheduled meeting May 18, 6:30 PM
 - b. Criteria to meet in person
7. 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

Vision for the 2021 Celebration

This is the day our greater community celebrates together our nation's Independence Day.

Our celebration will have a feel of a block party, keeping to 4th of July traditions: a parade, festive music, fireworks, and neighborly friendship.

All while understanding the need for heightened safety and social distancing, and the need to overcome challenges and celebrate *together*, having adapted to a new normal.

Current COVID Plan Option

Plan B is the option we are planning for currently.

Plan A	The same as years past. Two parades (children's and main parade), food trucks, bouncy houses, vendor booths, games, headliner band, and fireworks
Plan B	With a Milwaukee County Parks permit, there would be a scaled down version. Only a main parade starting later in the afternoon, food trucks, headliner band, and fireworks
Plan C	No Milwaukee County Permit. The celebration would be changed to Richard E Maslowski Park without fireworks or parade.
Plan D	Health Department tells committee no Fourth of July celebration. Just fireworks.
Plan Z	In the event the country went back into a lock down, due to the variant strains, there would be no celebration. Only a house decorating contest.

Schedule

All meetings will be held virtually as zoom meetings until further notice.

Recurring on the third Tuesday of the month at 6:30 pm until 8:00 pm except the meetings in May, 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
2021 4th of July Committee Meeting Minutes
 Zoom Meeting: March 16, 2021, 6:30 p.m.

Present:

Amy Barlament Ald. Steve Schmelzling Jessica Ballweg (City of Glendale Liaison)
 Sarah Acker Marty Hersh Ann Deuser (Welcome to Glendale),
 Bethanie Gist Jesse BaDour, (Welcome to Glendale)
 Guest: Ann Christiansen (North Shore Health Department)

The meeting was called to order at 6:36 p.m. with the pledge of allegiance

1. Introduction to North Shore Health Department:

Alderman Steve introduced Ann Christiansen from the North Shore Health Department and informed her on the various plans the committee has discussed for the 2021 Fourth of July Celebration.

Summary from entire Meeting

**Plan B is the option we are planning for currently.*

Plan A	The same as years past. Two parades (children’s and main parade), food trucks, bouncy houses, vendor booths, games, headliner band, and fireworks
*Plan B	With a Milwaukee County Parks permit, there would be a scaled down version. Only a main parade starting later in the afternoon, food trucks, headliner band, and fireworks
Plan C	No Milwaukee County Permit. The celebration would be changed to Richard E Maslowski Park without fireworks
Plan D	Health Department tells committee no Fourth of July celebration. Just fireworks.
Plan Z	In the event the country went back into a lock down, due to the variant strains, there would be no celebration. Only a house decorating contest.

Ann Christiansen agrees with scaling down the event. Her biggest concerns are how the committee will achieve physical distancing on a parade route and food truck lines. She suggested sectioning off areas and having people sign up for parade viewing spots. Ann said the committee needs to encourage the use of masks (even though it is outdoors), advocate no dancing in front by band, create guidelines such as staying on own blanket with household, encourage a picnic environment for people to bring their own items, and use paint for social distancing on the parade route and park.

- Food trucks: One food line for people stand in. Ann Deuser said we would need two volunteers directing individuals to eliminate crowding in front of trucks. However, Marty brought up two potential issues: 1. What if people want food from multiple food trucks and 2. Food trucks will need prep-time and people will still linger around the trucks. We will keep food trucks but have a cue mechanism in place.
- Portable Restrooms: We will use two to three vendors to find port-a-potties and handwashing station to ensure we have enough. Ann Christiansen is concerned about the air circulation inside port-a-potties.
- COVID Measures- Steve suggests the Visitor Station have hand wipes and extra masks

The North Shore Health Department (NSHD) has not shut down any events this year. They want events to be successful while using guidelines and precautions. The NSHD will monitor COVID cases, especially with new strains, but believe with low case numbers and vaccinations, we should be able to proceed with the event. However, we need contingency plans.

2. Minute Approval:

Motion to approve the minutes Jessica Ballweg, seconded by Sarah Acker. The February 16, 2021 meeting minutes were unanimously approved.

3. Chair Report:

Steve mentioned there will be an ICC meeting on April 12th with various mayors and village presidents from around the area, including Milwaukee County. There will be a parks update.

4. Fireworks:

Steve proposed shooting off fireworks on the slab cement by the Glendale Little League fields with the viewing area at Parkway Elementary for Plan D. Marty expressed concerns that there may be games over the Fourth of July weekend and that the Glendale Little League spends a lot of money on the fields. Jessica said it could cause issues with the Fire Department and Police Departments as they use Civic Dr. to respond to calls. **Jessica will reach out to Paul, the Police, and Fire Departments to see their thoughts and recommendations.**

5. Grounds:

Eric Zentner is not present, and we will come back to this for the next meeting.

Ann said the Bavarian Bierhaus has offered their location for a Fourth of July celebration without fireworks, but unsure if we would need to pay. Jessica added the Richard E Maslowski park is also an option without fireworks and there would be no fee.

6. Promotions:

Ann Deuser said Bank Five Nine is sponsoring the *The Love Monkeys*. We need someone to sponsor the fireworks this year. She is continuing to sell sponsorships and ad space in the event booklet. She has included the corn roasters as a sponsorship opportunity and hopes to find a sponsor. If the event is cancelled, Welcome to Glendale will reimburse the sponsorship funds for acts, except the booklet ad costs. This is because the booklet is advertisement for them. Bethanie suggested Ann reach out to food vendors and ask if they would like to purchase an ad space. All content needs to be sponsored by May 1st. The booklet will be mailed end of May.

7. Plan C:

The committee agrees that if the Milwaukee County Parks do not give us the permit, the Fourth of July Celebration will be held at the Richard E Maslowski Park. **Jessica will verify if only Sprecher alcoholic beverages are allowed to be served and have Kaela reserve the date.** Bethanie mentioned that our residents want something to do, so the committee will hold some sort of event/festivity if possible.

8. Plan Z

Ann stated, in the event the city goes into a lock down again (which is highly unlikely), Welcome to Glendale will have a back up plan. It would be home decorating. Ann and Jesse will have creative ready in case. This would mean everything is shut down. Jessica suggested finding a sponsor to donate flags for every yard.

9. Parade:

Jessica stated that some local businesses and groups have reached out to see if there will be a parade. She has created a list of names and organizations who are interested. She will reach back out and email other groups at the end of April or early May. She has been telling groups there will be no vendor booths this year. Marty suggested lengthening the parade route to limit congregating. Steve said we could use steak signs for separation signs 6 ft. Jessica believes that extending the parade route should not be a problem. However, if the Milwaukee County Parks do not give us the permit, Glendale will not be able to have a parade.

10. Food & Drink:

Marty said Sprecher will allow us to use the Sprecher vehicle. However, we would need to find volunteers who are licensed bartenders. Marty suggests having soda out of the taps and buying four quarter barrels instead of half barrels. This way we can have a variety of sodas instead of just root beer and we would not be competing with the Brick for alcohol sales. We are responsible for buying product. Café Corazón and Chippys are on board. Bethanie will follow up with Wisconsin Cheese Curds and Yum Yum.

11. Contracts:

Sarah will look at [The Love Monkeys' contract](#) and make sure it has COVID verbiage. Sarah will then send the contract to Jessica for parade acts and Marty/Bethanie for food trucks.

12. Technology:

No updates. Let Steve know if you want anything updated on the website.

13. Department of Public Works:

No updates. Leave for next meeting.

14. Discussion for Next Meeting:

Bethanie would like to talk about who we want as volunteers this year. Will there be an age limit? Usually there are younger volunteers, but should we stick to older crowds? Also, *Steve will let the committee know what happens in the ICC meeting.*

Adjournment

Motion by Jessica Ballweg and seconded by Marty Hersh to adjourn the meeting at 8:15 p.m. until April.

Respectfully submitted,

Jesse BaDour

Marketing and Event Coordinator

Welcome to Glendale- Convention, Visitors, and Business Association

CITY OF GLENDALE
5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209
2021 4th of July Committee Meeting Minutes
Zoom Meeting: April 20, 2021, 6:30 p.m.

Present:

Ald. Steve Schmelzling	Jessica Ballweg (City of Glendale Liaison)
Marty Hersh	Ann Deuser (Welcome to Glendale),
Sergeant Martinez	Sara Woods
Bethanie Gist	

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

Focus Area Reports

1. Chair Report:

Steve suggested reaching out to all alternates to help fill rolls. We need more engagement and still have a lot of need for day of events. Jessica stated that there is lots of help needed the day of for parade. Ann said she dropped off volunteer forms at all the polling locations at the last election. She also has a list of community volunteers and that volunteers like a more outlined schedule listing items like shift times, location, and what kind of food vouchers they will receive. Steve and Bethanie will get together to set up volunteer schedules and set up the Sign-Up genius.

2. Fireworks:

Paul had e-mailed Jessica an hour before the meeting letting her know he was unable to attend due to working late. Jessica will touch base with him to bring him up to date on where we are in the planning processes and get a timeline for when the firework order needs to be in by. Steve listened in on the ICC meeting April 12, 2021 where Milwaukee County said they are going to look at individual events when it comes to approval of the Special Events Permits. They are limiting MKE Co. Parks to 75% of prior capacity. MKE Co. Parks will be reaching out to the communities soon. Steve estimated that our space at Kletzsch Park could possibly handle around 4,500 people with proper spacing. We will follow any issued MKE Co. guidelines along with North Shore Health Department plans. Ann & Jesse created a COVID-19 planning and preparedness guide for community events and is at North Shore Health Department for review. It was stated that we might need a preparedness plan to submit to MKE Co. for permit approval.

3. Grounds:

Current decision is to continue with Plan B. Jessica will order a 30x20 tent and check to see if we can go down a size for the stage with a 16x24 which will get us in budget. Discussion was had about location of the band and the tent and if we could put the band 4ft outside of the tent with equipment then stored behind them under the tent. Jessica also is to call Canopies to see if the tent has a 7ft clearance at the edge.

Portable bathrooms will be a total of 13 regular units, 2 ADA units and 4 sinks. Sinks will be placed by the portable bathroom units, and over by the food trucks. Portable automatic hand sanitizers will also be placed around the grounds. There are units we can get from the DPW. Ann stated that she will also have bottles of hand sanitizers available at the Welcome to Glendale booth along with some masks. Jessica will talk with Arnold's to see if the sink stations are able to be refilled.

Richard E. Maslowki Park is reserved just in case we would need to go with our prior Plan C.

Ann said that we can get an ATM donated from Sprecher for this event.

The dumpster is being donated by GLF Environmental. Jessica has the schedule for set up requiring Department of Public Works duties. Ann suggested asking the DPW for hornet traps this year.

The golf cart costs needed for garbage hauling came in high this year. Ann was going to check with Brown Deer Golf Course to see if they do golf cart rental and what their pricing may be.

Layouts discussed at this meeting was the tent, stage and band on the south side, fireworks on the north side, and food vendors on the east side of the park. There are two food vendors that will be operating out of tents, the rest are in food trucks.

4. Public Safety:

Due to prior year safety concerns, it was discussed and decided that additional snow fencing will be installed along the east side of Green Bay Ave. that borders Kletzsch Park. The fencing will run from the north end service road, running south down to Mill Rd. There will be open areas for the public to enter the park at either end from controlled intersections. We are trying to prevent the stopping of traffic and additional foot traffic in the middle of Green Bay Ave. Ann suggested talking to Good Gourmet to see if they would be interested in creating an Uber or Lyft location. Steve suggested in our media communication to let the public know that there are areas off Mill Rd. to safely conduct pick-ups and drop offs.

5. Promotion:

Ann reported that the event promotion fliers need to get out as summer events are already being advertised so we need to lock in our times for the Save the Date Promotion. 3:00pm parade start with food vendors ready to operate starting at 2:30pm. Live music to start at 6:00pm and end at 9:00pm with fireworks to follow at dusk. Ann plans on having 6,000 booklets of city event guides printed and is still collecting donations and sponsors for all events including for Fourth of July.

Ann asked Marty if he still needed the corn roast machine and he said yes. Ann would also like to start working on the Fourth of July website asap and asked for the food vendor list to be e-mailed to her so she can get the information posted on the website.

6. Parade:

Jessica is currently working on booking parade acts and will be reaching out to the car dealerships to start to coordinate the parade vehicles. Help is needed for parade set up the day of. Keep the parade route and staging area the same.

7. Food & Drink:

Steve mentioned another pizza vendor who had contacted him to participate in this year's events. He notified them that we are all set with food vendors, but we would look to have them in 2022. Ann said to have him contact Welcome to Glendale so they can have them added to their food vendor data base. Bethanie and Marty also asked to have the information forwarded to them.

Bethanie said she has not heard back from Yum Yum and if we do not hear back from them soon, we will need to move on with another ice cream vendor. Steve suggested asking Kilwin's as a possible ice cream vendor. Reported list of current food vendors:

The Brick
Café Corazon
Chippie's
WI Cheese Curds
Tropical Pops
Boy Scouts – Corn & Water

Follow up to see if the Jewish group will be selling hot dogs and see which vendor would be interested in some type of kid's meal offering.

No Dunk Tank this year.

8. Discussion for Next Meeting:

Steve suggested meeting more often now that we are getting closer to the event day. The next two meetings will be on Tuesday, May 11, 2021 @ 6:30pm and Tuesday, May 18, 2021 @ 6:30pm.

Adjournment

Motion by Marth Hersh and seconded by Jessica Ballweg to adjourn the meeting at 8:18 p.m. until May.

Respectfully submitted,

Jessica Ballweg
City of Glendale Fourth of July Committee – City Liaison