

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