

Fourth of July Commission Minutes
Meeting August 27, 2003

Please note: Minutes are unofficial until approved by the 4th of July Commission at their next regularly scheduled meeting.

Present: Cheryl Schober, Carol Nowak, Jim Belland, John Ziino, Ald. Dave Ament, Cindy Kaczmarowski, John Burke, Cheryl Bowers, Mayor Wysocki, Anida Rose

Excused: Mark Schroeder, Nancy Perkins, Nancy Bertsch

1—Meeting called to order at 6:40pm.

Special Review of Celebration 2003

2—Major Concessions – Present: Eagles, New Berlin Lions, Prospect Lions, NBMDA

- Prospect Lions - sold a lot of beer but didn't think there were a lot of people; music was good; suggest polka bands and New Berlin Community Band
- Eagles - sold lots of beer (more on 3rd than previous years); concerned with the 2004 schedule (7/4 on Sunday); music was good, keep for 2004
- New Berlin Lions - need more signage from W.O.W. (3 not 2 for trailer); want to move ice cream handout closer to popcorn wagon or Lioness next year (make more visible)
- NBMDA - power outage on 7/3 didn't come at a good time; heat was a factor; people came at 8pm
- Cheryl received complaint re: bands getting drinks from east tent being a problem; discussion followed and suggestion is for Cheryl to get wrist bands for the band members to be identified as who will be getting the drinks for the band; Carol asked the concessions if they would consider helping to pay for the extra bands on Saturday afternoon next year (will discuss with their groups)

3—High School Battle of the Bands/Youth Advisory Board – Present: Kristin

- the group was very happy with the way everything went; the Police Dept. handled any problems very well; want to add words '**Drug & Alcohol Free Event**' to the PR and fliers for next year; need to work on getting 1 or 2 house drum sets, makes changing bands easier; all bands had a good time; there were 8 bands from New Berlin, 1 from Brookfield, 1 from West Allis, and 1 from Waukesha/Madison (CMHS); suggestion to have the event on 7/2/04 should be alright but Kristen will check with the group; some concessions are needed; there should not be any beer decorations up until 7/3/04; Youth Advisory Board thanks the commission for the incredible sound system and the ability to hold such a venue.

4—Main Parade Staging – Cheryl presented a report from Brian Eve – there needs to be more communication between both check-in groups during staging; need postings of alternate routes (maps) of where to send people and get more information to the businesses on the route re: road closing; need better cooperation with the police stationed at Sunny Slope and National, need to work together and maybe meet before the 4th; need more barricades and cones at Sunny Slope and National to be able to coral vehicles, otherwise they just shoot past the check-in spot and come close to hitting the volunteers there.

- 5—Parking/Independent Sports Club – Present: Steve Spencer
--everything was done okay; there was a problem with handicap parking on 7/3; big problem with motorcycle parking, they did not want to park so far away at Star of Bethlehem; will remind his members it is 'donation' parking not 'fee'; there were a lot of people at the festival on 7/3.
- 6—Police Dept. & Fire Dept – Present: Mike Glider, NBPD (report on file)
--presented a two page report; the handicap parking problem on 7/3 will be taken care of in 2004 (auxiliary at 5pm); motorcycle parking will have to be moved to Fire Dept. lot as in past or water utility bldg.; no arrests; the traffic moved real good after the fireworks; no problems at HS Battle of the Bands, just too many police; problems at the parade with water balloons and super soakers, will have some new posts next year; need more garbage cans at Casper and National; need more communications re: shuttle buses, Mike and Cheryl will meet with the bus company before the event to organize; Ald. Ament commented how great the police were with the children; a lot of lost children but everyone was found; ½ hour before and ½ hour after fireworks is big crunch time for the police; there were no problems by the carnival; the commission thank the whole Police Dept. for their support.
Commission Review of Celebration 2003
- 7—Minutes – John Ziino moved to approve the minutes of the June 25 meeting. Cindy Kaczmarowski seconded. Passed.
- 8—Correspondence – thank you letter from the Milw. Zoological Society; letter and questionnaire from Karl's Rental; letter from Daley Deb's asking for reference letter from us; Anida received notes from friends re: good job done; Mayor issued a press release re: opening on board (Cindy is leaving).
- 9—Staff Reports – the family games Mary Berg ran were excellent and well attended.
- 10-Budget, Fund Raising and Sponsorships – next years budget was submitted to the Mayor and is lower than last year; the fundraising went well and the sponsors came through; Anida sent letters and pictures to large sponsors and new sponsors.
- 11-Public Relations – the PR was very good.
- 12-Signs – signs were good but need more detour signs.
- 13-July 2 Entertainment at EHS – the WI Singers were excellent; at least 800 attended; Anida has Kenny & the Crooners from Nashville on hold for 2004 and they are eager to come; we would need to promo Kenny a lot compared to the WI Singers; consensus of the commission is to invite the WI Singers back for 2004.
- 14-Fireworks – per everyone they were the best ever, excellent! Nancy Perkins sent a note asking the commission recognize Mr. Kalashian for donating the soda and goodies for the Schoeneck Containers group. Jim Belland moved the commission send a \$30.00 gift certificate to Applebee's and a \$20.00 gift certificate to Marcus Theaters and a thank you plaque to Mr. Kalashian. John Ziino seconded. Passed.
- 15-Carnival – they are great people to work with; and will come back next year.

16-Children's Entertainment –

- Mini Parade – per Anida was lovely; the fly over was great; the rain stopped just before; the parade will have to be changed to Saturday next year.
- Kid's Stage – attendance at shows is low (about 20 kids); the Wayne Francis Show was good but too sophisticated for most of the kids; suggestion: a 2 hour period between the main parade and fireworks of Care for Critters Meet and Greet, a petting zoo, and Wings & Things; also street entertainers (jugglers, magicians) to walk around and work the crowds to draw people to the 'animal' area.
- High School Battle of the Bands (teen event) – a big thank you to Jim Belland and Nancy Perkins for sitting through the bands and doing the judging; went good; will consider move to 7/2/04.

17-Games – the Mayor would like to see games for little kids, he will talk to New Berlin Child Care Center

- Cheryl received a call from Lee Stalter at Holy Apostles re: bingo for 2004; John Z. has the Hales Corners Lioness and Franklin Lioness willing to combine for bingo for 2004.

18-Main Parade – John Z. said communications need to improve even though we have radios, maybe there is a better way; Cindy was at a main parade route post during the parade and made sure groups kept going when she saw gaps; the green vests worked; the length was great; the groupings were great; Mayor alerted commission to Coffee and National construction, etc. for next year; per Nancy P. we need to redo info to elected officials re: signage.

- the flyover was great; we need to get info in soon for next year.

19-Concessions – Mayor suggested the beer and bands go until 11pm on 7/3; Cheryl will check with the city clerk re: this matter.

20-Entertainment – all were good; per Nancy P. the balloons on 7/4 were great; out of 580 balloons there are about 40 left; one helium tank was used; suggest to do in 2004.

21-Grounds, Parking and Facilities – clean up was a lot better this year; the Park & Rec group did a great job; Mark suggests more port-a-potties next year because the permanent ones were over capacity – suggestion to lock the permanent ones.

- per Mark the transformer did not blow on 7/3; we need to redistribute the power to prevent overloads.

Celebration 2004

22-Theme – ideas: One Flag One Heart One Nation
All Children Great and Small

- Cheryl will put article on web, cable and at schools and newspapers for ideas to be returned by Nov. 1st.

23-Ideas – (many came up during meeting)

24-Adjournment – the commission will miss Cindy and her support and her husband, John's, help; also, a thank you to Mayor Wysocki for his outstanding support.
Meeting adjourned at 9:50pm.

Next Commission meeting on Wednesday, Sept. 24, 2004, at 7:30pm.