



MINUTES
Special Events Committee
Wednesday, January 18, 2023
5:30 p.m., Conference Room, Public Works Building

The meeting was called to order at 5:31pm.

I Roll Call

Present: Deb Woods, Shakita LaGrant, Priscilla Hightower Thompson, John Buckley, Donna Zimmer, Lisa Walker, Evie Ezkiel, Carla Teat, Cole Campbell, Sandy Jones, Dorinthia Robinson

Absent: Nicole Munns

Also Present: Danielle Gross, Parks and Recreation Director, TJ Watkins, Parks and Recreation Supervisor, and Kerry Hoey, Marketing and Communications Coordinator

II Persons Desiring to be Heard

Kerry Hoey, Village of Brown Deer Marketing and Communications Coordinator

Kerry introduced herself to the Committee and briefly went over the marketing plan and the media request form. Committee asked to make it an editable version of the form to submit it. Discussion followed about where most committee members get their information about the Village.

III Consideration of Minutes

December 14, 2022

The minutes were not approved at this meeting and were postponed for approval at the February meeting.

IV Unfinished Business

A) Update on the Fourth of July Date and Timeline

Ms. Gross discussed the Village Boards decision to hold tradition and voted against the recommendation of the committee. The Village Board asked for community feedback before making any major changes. Ms. Woods suggested putting it on the Community Survey.

The committee discussed the options for the rain date for the fireworks now that the decision to keep the Fourth Celebration on the Fourth.

It was moved by Ms. Woods and seconded by Mr. Buckley to make August 16 (Community Vibes) the rain date for the Fourth of July. The motion carried.

B) Discussion on Committee Assignments

Committee Assignments were postponed to the February meeting to allow the committee more time to review the document.

C) Update on the Black History Month Coordination

Ms. Jones stated that reached out to the Superintendent, the Principals, and art teachers for

approval. Ms. Jones discussed marketing and how to get submissions from students. The committee will need to discuss a time to come in and judge. Judges will be Ms. Jones, Ms. Woods, and Ms. Zimmer. The Black History Month Celebration at the School District will be held on Friday, February 24 in the Fieldhouse.

Transport art from the elementary school. Ms. Jones will coordinate with Cole on the slideshow presentation on the winners. Prize money will be covered by donors and will be given to winners will be given their awards at a later date.

V New Business

A) Update on Food Vendors and Licensing

Ms. Gross updated the committee on what she found out regarding the food vendor applications for the Fourth of July. The committee had a discussion about the background check associated with the licensing process. The food truck / peddler's application and the background check are being discussed on a staff level.

B) Special Events Application, February Meeting

Ms. Gross stated that at the next meeting staff will present the new Special Events Application.

D) Creation of Vendor Applications for Events

Ms. Gross stated that Mr. Watkins and herself will be working on a vendor application for other vendors that want to be associated with the Village and Special Events Committee.

E) Shared Special Events Folder for Google Drive

Ms. Gross and Mr. Watkins notified the Committee that they have created a shared Google Drive for the Committee. This folder will be used to house agendas, minutes, event reports, and other committee items.

E) Community Survey Question Submission

Ms. Hoey gave a little background on the Community Survey and touched on how to submit a question and notified them of the February 6 deadline. This survey is being completed in house and will be distributed by all the Village marketing avenues. It will be available digitally and paper copy. Distribution will happen after Board approval. Ms. Zimmer suggested having hard copies present at community events like Community Events and the Fourth of July.

VI Committee Reports

- A) Fundraising
- B) Publicity
- C) Entertainment
- D) Parade
- E) Beer Tent
- F) Food Vendors

Ms. Walker gave an update on what vendors she has a verbal commitment from for 2023 so far. Sweet Treats and Smooth Boar BBQ for the Fourth of July. Will reach out to Café Corazon for the Fourth. Vibes: Smooth Boar BBQ, Kurt Schulz, Sweet Crush

G) Volunteer

VII Scheduling of Next Meeting

February 15, 2023

VIII Adjournment

Upon proper motion, the meeting was adjourned at 6:43pm.

Date: February 13, 2023

By

Village of Brown Deer Clerk

PERSONS REQUIRING SPECIAL ACCOMMODATIONS FOR ATTENDANCE AT THE MEETING SHOULD CONTACT THE VILLAGE CLERK AT LEAST ONE (1) BUSINESS DAY BEFORE THE MEETING.