



Minutes
Special Events Committee
Wednesday, March 16, 2022
5:30 p.m., Conference Room, Public Works Building

Meeting was called to order at 5:36 p.m.

I Roll Call

Present in Person: Donna Zimmer, John Buckley, Lisa Walker, Carla Teat, Deborah Woods, Dorinthia Robinson, Emily Siegrist, Lindsey Vang

Present via Zoom: Sandy Jones

Also Present: Danielle Gross, Park & Recreation Director, Tyler Burkart, Village Manager, Craig Heatherington, J&M Fireworks

II Persons Desiring to be Heard

III Consideration of Minutes

A) February 16, 2022

It was moved by Ms. Woods and seconded by Mr. Buckley to approve the minutes of the February 16, 2022 meeting. The motion carried.

IV Unfinished Business

V New Business

A) Craig Heatherington, J&M Fireworks, Fireworks Show Discussion

Craig Heatherington discussed the different options for the 2022 Fireworks Show. He discussed the opportunity for having a choreographed show, what the potential cost would be, and some potential concerns. Discussion followed about the different options Craig proposed. Craig stated the deadline for the committee's decision would be May 1.

B) Tyler Burkart, Village Manager

Tyler Burkart, the new Village Manager introduced himself to the Special Events Committee. He gave some background history and discussed some upcoming goals for the Village.

C) Co-Captain of the River Keeper's Event, Publicity Material Proposal

Ms. Vang showed the committee the flyer that was created. The committee was asked to review the flyer and to discuss any possible changes.

D) Summer Fun Guide Timeline, Information Submission

Ms. Gross discussed the Summer Fun Guide timeline for getting information into her so that it can be turned into ExpressNews. Discussion followed about the timetable of the event and other items of contribution to the guide.

E) Proposal and Possible Action on Fourth of July Beer Bid and Rental

Ms. Gross presented the only bid supplied for the rental bid of tables, chairs, and stage from Brookfield Party Rental.

It was moved by Mr. Buckley and seconded by Ms. Walker to approve the use of Brookfield Party Rental for the equipment needs of the Fourth of July Celebration. The motion carried.

Ms. Gross explained, she had not heard back from those she sent out the beer bids prior to the meeting like she hoped. She stated she would follow up and have something for the next meeting.

F) Staff Report

Ms. Gross stated the following:

- License applications for the Raffle and BINGO had been submitted to the at the end of February and that it is unlikely we will have the raffle and raffle tickets available to the public for election day.
- Class B license for the beer tent had been submitted to the Clerk and will have to go before the Board at an upcoming meeting for approval.
- Current donation numbers from the business letter and the 1st water bill round up.
- Event applications to the Village will be submitted once the timetable and bands have been finalized.
- Committee support for the upcoming Beautification Committee Arbor Day event on May 9 in honor of Retired Officer Jill Zeise.

VI Committee Reports

A) Fundraising

Fundraising Chair, Ms. Jones stated she was still working on the second business letter to go out by the end of the month. She also stated that she was still wrapping up promotional items for the T-Shirt campaign (Brown Deer State of Mind t-shirts) and the report for the Black History Month Celebration event.

B) Publicity

Publicity Chair, Ms. Vang stated that she will be working on future fliers for the Community Vibes and the Fourth of July Celebration.

C) Entertainment

Entertainment Chair, Ms. Robinson discussed the opportunities for kids activities in the park and the community partners we could bring into the park that day. She gave a run down of the bands for the summer events and stated that she would put together a chart and sample of each band's music and email it to the committee members for review. It was discussed that the Committee would hold a special meeting if they felt the band decisions needed to go to a vote.

D) Parade

E) Beer Tent

F) Food Vendors

Food Vendor Chair, Ms. Walker discussed where we was with confirming food vendors for the Fourth of July and Community Vibes. She sated she was having a difficult time getting responses back from vendors and the ones she had received wouldn't commit to a Fourth of July event. Discussion followed.

G) Volunteer

Volunteer Chair, Ms. Siegrist stated that she is working on a list of volunteers for the day of.

VII Scheduling of Next Meeting

A) April 20, 2022

Committee agreed to schedule the next Special Events Committee meeting on Wednesday, April 20.

VIII Adjournment

Upon proper motion, the meeting was adjourned at 7:12 p.m.

Dated: April 19, 2022

Danielle Gross, Park & Recreation Director