



MINUTES  
Special Events Committee  
Wednesday, April 19, 2023  
5:30 p.m., Conference Room, Public Works Building

## **I Roll Call**

**Present:** Carla Teat, Deborah Woods, Donna Zimmer, Priscilla Hightower Thompson, Nicole Munns, Shakita LaGrant, Lisa Walker, Sandy Jones, Dorinthia Robinson

**Absent:** John Buckley

**Also Present:** Audrey Lautenbach, Danielle Gross-Parks and Recreation Director, TJ Watkins-Parks and Recreation Supervisor

## **II Persons Desiring to be Heard**

## **III Consideration of Minutes**

March 15, 2023

*It was moved by Ms. Walker and seconded by Ms. Woods to approve the minutes of the March 15, 2023 meeting. The motion carried.*

## **IV Unfinished Business**

## **V New Business**

### **A) Staff Update**

Ms. Gross and Mr. Watkins discussed what they have completed towards the Fourth of July. Items worked on include:

- a) Second Request letter with the sponsorship packet
- b) Raffle Prizes are coming in, we are on target for past year's contributions.
- c) Working with other departments and Village Staff to firm up details.
- d) Funding totals as of 4/19/2023
  - a. Businesses: \$3,500.00
  - b. Water Bill: \$1,164.00
  - c. Residents: \$395.00Total: \$5,059.60

### **B) Discussion and Possible Approval of Fourth of July Schedule**

Ms. Gross and Mr. Watkins provided the committee with a proposed timeline for the Fourth of July. Discussion followed and the committee made a few changes to the proposed outline including a brief opening ceremony at 2:00pm .

*It was moved by Ms. Zimmer and seconded by Ms. Woods to approve the amended schedule for the Fourth of July Event. The motion carried.*

### **C) Discussion about current Sponsorships/Funding**

Ms. Gross and Mr. Watkins discussed the current business sponsorships and informed the committee that they had been approached by local business, Poco Loco to sell margaritas at the upcoming Fourth of July Celebration. Discussion followed and the committee stated they would love for Poco Loco to participate in the event and would be an opportunity for non-beer drinkers to partake in beverages while in the park. They just want to ensure that the pricing would be fair.

## **D) Discussion and Possible Approval of Pricing (Beer, Corn, and Parking Passes)**

Ms. Gross provided the committee with the past pricing of the beer, corn, soda/water, chips, and parking passes for the committee to review. Discussion followed regarding the implementation of alternative options to accept credit cards. It was noted that not many people carry cash these days. Options included an app like Venmo or Cash App or using CivicRec. Ms. Gross and Mr. Watkins stated they would talk with the finance director about the options.

Further discussion revolving the beer prices followed. The committee ultimately decided that if we were able to find a solution to accepting cards, they would like to increase the price to cover any service charges incurred. All other previous prices would remain the same.

Discussion was also had about the Corn Roast and the need of volunteers. The amount of volunteers has decreased over time and the committee does not know if it's possible to continue doing the corn on their own and should perhaps look into a vendor that does corn. If a vendor is not found, members threw out ideas of groups and organizations they could ask to help with the corn this year.

*It was moved by Ms. Walker and seconded by Ms. Zimmer to approve the fees for the Fourth of July sales. Pricing for the corn, soda/water, and parking passes will remain the same from 2022 pricing. Pricing for the beer will be \$5.00 across the board unless the Parks and Recreation Department can find a solution to accept cards, at which point the cost of the beer will be increased to \$6.00. The motion carried.*

## **E) Volunteer Recognition**

Ms. Gross stated that this meeting might be Ms. Zimmer's last meeting. Ms. Zimmer did re-apply but board appoints would be happening at a future Village Board Meeting. Ms. Gross verbally thanks Ms. Zimmer for her time spent on the Fourth of July Committee, now the Special Events Committee for several years.

## **VI Committee Reports**

### **A) School District of Brown Deer, Student Representatives**

### **B) Fundraising, Parks and Recreation Staff**

### **C) Publicity, Parks and Recreation Staff**

### **D) Entertainment, Ms. Dorinthia Robinson**

Ms. Robinson updated the committee with where she was with the entertainment process. A standard contract has been generated for all entertainment. She confirmed Vibes: Cigarette Break for June and Eddie Butts for August. She unfortunately lost the July band she had lined up and is seeking a band to slide in. Discussion and alternate bands were suggested. For the Fourth of July, she has V Funk and The Kingfish Band lined up.

### **E) Beer Tent**

### **F) Food Vendors, Ms. Lisa Walker**

Ms. Walker talked about the food vendor line up for the Vibes and the Fourth of July. She has a dessert vendor that she hopes will be at all events this summer.

### **G) Volunteer**

Ms. Gross and Mr. Watkins are putting together a chart of volunteers needed (for what and how many) that the committee can use a tool and resource with recruitment.

**VII Scheduling of Next Meeting**  
May 17, 2023

**VIII Adjournment**

*Upon proper motion, the meeting was adjourned at 6:45pm.*

Date: May 15, 2023