

Minutes
Special Events Committee
Wednesday, April 20, 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, Deborah Woods, Dorinthia Robinson
Present via Zoom: Emily Siegrist, Lindsey Vang
Also Present: Danielle Gross, Park & Recreation Director, and Lt. Amy Koeppel, Brown Deer Police Department

II Persons Desiring to be Heard

III Consideration of Minutes

A) March 16, 2022

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

IV Unfinished Business

A) Proposal and Possible Action on the Fourth of July Beer Bid

Ms. Gross presented the only bid response for the Fourth of July, Beer Capitol who the Committee has worked with in the past for the Fourth of July.

It was moved by Mr. Buckley and seconded by Ms. Woods to approve Beer Capitol as the Fourth of July beer vendor. The motion carried.

V New Business

A) Lt. Amy Koeppel, Police Department Operations for Fourth of July

Lt. Amy Koeppel discussed current police operations for the Fourth of July, including fireworks, parking, and traffic control. She stated that she had no concerns about the proposed firework show and that she will support the Committee's decision and make sure that safety remains a priority.

B) Discussion and Possible Action on Fireworks Display

Discussion of keeping the show the same versus doing a choreographed show with music. Concerns about parking and accessibility were noted and it was suggested that the committee would review the show when considering the fireworks for 2023.

It was moved by Mr. Buckley and seconded by Ms. Siegrist to have the fireworks show choreographed with the addition to music for the 2022 Celebration. The motion carried.

C) Discussion on selling of Raffle Tickets, \$1.00 for each or 6 for \$5.00

Ms. Gross stated that the raffle tickets were received from the printer and asked if there were any committee members able to volunteer to staple and bundle the tickets together. Discussion followed about where and who would sell tickets as we missed one of the bigger opportunities to sell (Election) due to a delayed raffle license.

D) Discussion and Possible Action of the percentage of revenue share from food vendors

Ms. Gross and Ms. Walker discussed the feedback that they had been receiving from food vendors about the revenue share on the Fourth. Ms. Gross, supported by Ms. Walker proposed that the committee drops the revenue share completely to secure vendors.

It was moved by Ms. Walker and seconded by Mr. Buckley to drop the revenue share requirement from food vendors for the 2022 Fourth of July Celebration. The motion carried.

E) Discussion and Possible Approval of Pricing for Parking Permits, Corn Roast, and Beer

Discussion on pricing ensued.

It was moved by Ms. Siegrist and seconded by Mr. Buckley to approve proposed pricing for parking permits, corn roast, and beer. The motion carried.

F) Discussion about t-shirts or name tags for Committee Members

Discussion on what the committee would like to do and cost of options. Ms. Gross stated she would investigate pricing for the options discussed and bring them to the committee at a later date.

G) Staff Report

Ms. Gross presented her staff report to the Committee. Discussion followed.

H) Discussion and Possible Action on Committee Meetings, In-person vs. Virtual

Ms. Gross discussed the decision by the board to make committee meetings being completely in person versus virtual. Mr. Buckley stated the importance of being in person for May and June leading up to the Fourth of July. Ms. Zimmer stated that the committee could look into a time change to allow for those with work schedules. Discussion followed.

Ms. Siegrist mentioned concerns about the committee's flexibility and inclusivity and that members have outside time constraints and responsibilities that don't always allow for in person attendance.

It was moved by Ms. Walker, seconded by Mr. Buckley, to have committee meetings in person with Ms. Siegrist and Ms. Vang opposing by a roll call vote... Motion carried 5-2

VI Committee Reports

A) Fundraising

Ms. Gross reported that the second business letters and the raffle letters had gone out to businesses.

B) Publicity

C) Entertainment

Ms. Robinson reported that one band was no longer available and the concerns about the time constraints. All bands were confirmed for the Community Vibes and Fourth of July. The committee held a discussion about possibly purchasing a sound system to help with band transitions and cutting the cost of the bands for events in the future.

D) Parade

E) Beer Tent

Mr. Buckley discussed starting to organize volunteers for the beer tent and how he secured the ice donation from Otto's.

F) Food Vendors

Ms. Walker discussed how she had two vendors interested in the Fourth of July and was still working on finding a dessert vendor. She also talked about getting vendors for the Community Vibes.

G) Volunteer

Ms. Siegrist discussed that she was going to start reaching out to volunteers and asking other Trustees to be present and visible in the park on the Fourth.

VII Scheduling of Next Meeting

A) May 18, 2022

Committee agreed to schedule the next Special Events Committee meeting on Wednesday, May 18.

VIII Adjournment

Upon proper motion, the meeting was adjourned at 7:20 p.m.

Dated: May 17, 2022

Danielle Gross, Park & Recreation Director