



MINUTES
Special Events Committee
Thursday, June 22, 2023
5:30 p.m., Conference Room, Public Works Building

The meeting was called to order at 5:32pm.

I Roll Call

Present: Deborah Woods, John Buckley, Nicole Munns, Audrey Lautenbach, Sandy Jones, Dorinthia Robinson, Carla Teat

Not Present: Priscilla Hightower Thompson, Lisa Walker, Shakita LaGrant, Ben Sajdak, and Danielle Gross, Parks and Recreation Director

Also Present: TJ Watkins, Parks and Recreation Supervisor and Lt. Koeppel, Brown Deer Police Department

II Persons Desiring to be Heard

A) Lt. Koeppel, Brown Deer Police Department

Lt. Koeppel is the lead for the Fourth of July Celebration and stated she is open to answer any questions the committee may have.

III Consideration of Minutes

May 17, 2023

It was moved by Ms. Woods and seconded by Ms. Teat to approve the minutes of the May 17, 2023 meeting. The motion carried.

IV Unfinished Business

V New Business

A) Staff Update

- a) Equipment Rentals and Set – Up**
- b) Sponsorships for the Fourth of July**
- c) Cancellation Process**

Mr. Watkins shared with the Committee information regarding set-up and drop-off dates for rental equipment for the upcoming Fourth of July Celebration. Set-up in the park would start on June 29 and continue into the afternoon on July 4. Mr. Watkins also updated the committee on current revenue from sponsorships and the water bill round-up.

Discussion followed regarding the day of schedule of the Fourth of July.

After the second Community Vibes, Village staff, and Ms. Robinson were approached with an offer to sponsor a Bonus Community Vibes. Discussion followed as the committee talked about securing food trucks and ensuring that it was still a quality event. A date of August 2, 2023, was proposed and if it worked for everyone involved, Village staff and Ms. Robinson should move forward with that date. No formal vote was taken.

B) Scheduling Credit Card System Training

After some discussion, the committee agreed to Thursday, June 29th to do training on the credit card system that would be used on July 4 in the Beer Tent.

C) Village of Brown Deer, Community Vibes Participation Requests

Moving forward the Parks and Recreation Department suggested that Village Departments and the School District should not have to submit a letter to participate at Community Vibes. The only letters that would need to come to the committee for approval would be from outside organizations.

It was moved by Mr. Buckley and seconded by Ms. Woods to allow Village Departments and the School District set up at Vibes without submitting a letter to the committee. The motion carried.

A discussion followed the motion regarding the August 16 Community Vibes which the Police Department would be hosting a First Responder Night.

D) Holiday Tree Lighting

Mr. Watkins discussed that the committee will have to start planning the Holiday Tree Lighting at the next meeting. He mentioned that the Brown Deer Junior Women's Club and Pick n' Save already reached out to the Parks and Recreation Department to offer support and to be involved.

Ms. Woods stated that Trinity was no longer a viable partner for this event and that the committee should seek new partnership.

Discussion followed about generating new events for the committee to organize and coordinate. Mr. Watkins did state that the Parks and Recreation Department is working on a few events. Following that discussion, Lt. Koepfel stated that she is in the process of organizing an event called "Faith in Blue". More details to follow as the planning is coordinated and solidified.

VI Committee Reports

A) School District of Brown Deer, Student Representatives

B) Fundraising, Parks and Recreation Staff

Mr. Watkins listed a few ideas regarding sponsorships and increasing revenue to the Special Events Fund, including a year-round water bill round-up. Mr. Buckley proposed waiting until the August meeting to discuss more ideas.

C) Publicity, Parks and Recreation Staff

D) Entertainment, Ms. Dorinthia Robinson

Ms. Robinson stated that she would be working on the Bonus Vibes and that everything was set for the Fourth of July Celebration. She also stated that the committee may want to explore alternative options for sound for Community Vibes.

E) Beer Tent, Mr. John Buckley

Mr. Buckley stated everything was all set for the Fourth of July on his end.

F) Food Vendors, Ms. Lisa Walker

Ms. Walker was not present at the meeting but passed along to Parks and Recreation Department staff that food vendors for the Fourth and the August 16th Community Vibes were confirmed.

G) Volunteer

a. Raffle

Mr. Watkins informed the committee that Raffle tickets would be sold day of by the Pond Staff.

b. Beer Tent / Corn Roast

c. BINGO, Larry Kornblum

VII Scheduling of Next Meeting

July 26, 2023

VIII Adjournment

Upon proper motion, the meeting was adjourned at 7:02pm.

Date: August 21, 2023