



MINUTES
Special Events Committee
Wednesday, August 23, 2023
5:30 p.m., Conference Room, Public Works Building

The meeting was called to order at 5:35pm.

I Roll Call

Present: Deborah Woods, John Buckley, Audrey Lautenbach, Lisa Walker, Ben Sajdak
Not Present: Dorinthia Robinson, Carla Teat, Priscilla Hightower Thompson, Shakita LaGrant, Nicole Munns
Also Present: TJ Watkins, Parks and Recreation Supervisor and Danielle Gross, Parks and Recreation Director

II Persons Desiring to be Heard

III Consideration of Minutes

June 22, 2023

It was moved by Ms. Woods and seconded by Ms. Walker to approve the minutes of the June 22, 2023 meeting. The motion carried.

IV Unfinished Business

A) Holiday Tree Lighting

Ms. Gross and Mr. Watkins wanted to follow up on the Holiday Tree Lighting that was discussed at the June 22 meeting. Discussion about date, location, and other changes from past events followed. Some major concerns discussed were location, parking, lighting, and the tree.

B) Fundraising & Sponsorships

Ms. Gross stated that staff was working on the Sponsorship Packet for 2024. Ms. Gross and Mr. Watkins will be adding the Parade as a sponsor item. Internal staff has stated that without sponsorship, the parade will not take place.

It is an ongoing discussion between staff and committee regarding other ideas for raising funds for the Committee and events. One idea that was shared was holding 50/50 raffles at Community Vibes and other events hosted by the Committee.

V New Business

A) Fourth of July Review

Ms. Gross presented the Committee with a summary of expenditures and revenue from the Fourth of July including Sponsorships. The Committee discussed what went well and areas for improvement. Two items the committee will need to address is parking/ ADA parking and the length of the fireworks show.

C) Community Vibes Review

Ms. Gross presented the Committee with a summary of expenditures and revenue for the Community Vibes. Again, the Committee discussed things that went well and areas for improvement. The main concern was parking.

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
- E) Beer Tent, Mr. John Buckley
- F) Food Vendors, Ms. Lisa Walker
- G) Volunteer

VII Scheduling of Next Meeting
September 20, 2023

VIII Adjournment

Upon proper motion, the meeting was adjourned at 6:47pm.

Date: October 13, 2023