



AGENDA
Special Events Committee
Wednesday, October 18, 2023
5:30 p.m., Conference Room, Public Works Building

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

I Roll Call

Present: Deb Woods, Priscilla Hightower Thompson, Carla Teat, Nicole Munns, Shakita LaGrant, Ben Sajdak, Dorintha Robinson

Not Present: Lisa Walker and Audrey Lautenbach

II Persons Desiring to be Heard

III Consideration of Minutes

August 23, 2023

It was moved by Ms. Woods and seconded by Ms. Hightower Thompson to approve the minutes of the August 23, 2023 meeting with amendments. The motion carried.

IV Unfinished Business

A) Holiday Tree Lighting

Discussion continued regarding the 2023 Holiday Tree Lighting Event. December 6 from 6:00 – 7:00pm. The discussion included commentary on marketing, community involvement, performances, and tree decorations.

V New Business

A) Recommendation and Possible Approval of 2024 Event Calendar

2024 Event Calendar was discussed. Events for 2024 included:

Black History Month Art Contest

Community Vibes (3 Concerts)

Fourth of July Celebration

Holiday Tree Lighting

Shred Day (New – pending date/cost)

It was moved by Ms. Hightower Thompson and seconded by Ms. LaGrant to approve the 2024 Calendar of Events. The motion carried.

B) Sponsorship Packet Review

Ms. Gross and Mr. Watkins presented the committee with the 2024 Sponsorship Packet for review. Some highlights from the discussion are:

- Adding a Raffle Sponsor
- Adding information about Parade Sponsorship
- Art Contest Sponsorship

Further conversation followed about other changes and edits to the Packet and upcoming deadlines.

C) Upcoming Deadlines

Ms. Gross presented the upcoming deadlines to the committee.

November 9 – proposals for current event expansions / ideas

January – February – Music proposals for Events with a decision made in March 2024

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
- F) Food Vendors, Ms. Lisa Walker
- G) Volunteer

VII Scheduling of Next Meeting

November 15, 2023

VIII Adjournment

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

Date: November 9, 2023