

Fourth of July Commission Minutes
Meeting September 24, 2008

Present: Anida Rose, Cheryl Schober, Mark Schroeder, Nancy Bertsch, Nancy Perkins, Carol Nowak, Pat Palechek, John Burke, Wm. Winter/Eagles, Joyce Boehlen, Shannon McKeown/NB MDA, Mark Kranz/Dixie Doodlers, Richard Nuccio/New Berlin Lions, Mayor Jack Chiovatero, Lee Zacher/Prospect Lions, Tom Shallow/Prospect Lions, John Schober/NB MDA, Vern Bentley, Amy Skrypchak/Jr. Woman's Club, Lara Szatmany/Jr. Woman's Club, Denise Sagat/New Berlin Magic, Ald. Ken Harenda

Excused: Ald. Dave Ament

Absent: John Ziino, Nbfd, NBPD, Youth Advisory Board,

--Anida Rose called the meeting to order at 7:05pm. She thanked the Fourth of July commissioners, New Berlin Park & Rec Dept., the concessionaires, and all the non-profit groups in making the 40th Annual 2008 New Berlin 4th of July Festival the best ever.

Special Review of Celebration 2008

--Major Concessions:

--New Berlin Lions reported everything "went exceedingly well" and it was one of their best years ever. There was a hard time getting kids to the free ice cream handout. It was suggested that in 2009 put it closer to the petting zoo area and have announcements made by the bands on the main stages. The entertainment was very well received. The New Berlin Lioness ran out of food early on the 4th.

--Eagles reported they ran out of beer between 9:30 and 9:45pm on the 4th. They also ran out of food. The Eagle's also reported the bands were very good and they would be happy to have the same entertainment in 2009.

--Prospect Lions reported they ran out of food and beer and had a record year. They also reported the entertainment was very good.

--NB MDA reported they were impressed with a younger crowd and it was very well behaved. The entertainment was good but Twang Dragons didn't get the crowd going and there were some complaints. Mt. Olive asked to take a longer break and then played a solid 1 1/2 hours (it was suggested that this be tried for all evening bands in 2009). That kept the crowd pleased.

--All groups reported problems with spectators going behind their stands and using the port-a-potties provided for each stand and their workers. More snow fencing is needed for this and it would be nice if Park & Rec staff could help install it. Also, PRIVATE signs will be placed on each of these units.

--Anida reported on the passing of counterfeit \$20's at two of the stands. A total of 6 were discovered.

--High School Battle of the Bands/Youth Advisory Board: no report from board. Pat Palechek submitted suggestions for next year and Cheryl will forward them to the Youth Advisory Board.

--Parking/New Berlin Magic: Denise reported they raised \$9575.50. It was again a very successful event, and they raised more per hour this year than in the past. They had over 250 volunteers which included 6 fulltime and 31 banner carriers. The portable lights were "awesome" by the soccer fields and recycling center. The carts from Ament Industrial Truck worked very well, especially the 10 passenger one for getting everyone to their stations. Suggestions for 2009: the main parking lot lines need to be measured better. New Berlin Magic requesting a 10 passenger cart (needed on July 2), a 6 person cart, a 4 person cart, and 1 utility cart for 2009. These requests will be passed onto Dave Ament.

--National Dash & Mini Parade/Jr. Woman's Club: July 4th was a beautiful day for the Dash. There were 320 participants with representatives from 10 different states and 27 Wisconsin cities. (one participant from state of Washington stated "it was nice to be able to run down a Midwestern street.") The golf carts provided by Ament Industrial Truck, were great. Some tweaking will be done to the route for next year. Having the run in front of spectators had both good and bad results. More information needs to be provided to the pre-parade crowd. The Jr. Woman's Club stated they enjoyed working with the police and Lt. Randy Alf. The Jr. Woman's Club had about 40 volunteers. From their proceeds they donated \$700 to the New Berlin Veterans Memorial. Also, the Jr. Woman's Club reported the Mini Parade was another great success.

--New Berlin Police Dept.: no report

--New Berlin Fire Dept. (flashlight candy hunt, EMT stand): no report

--Carnival: Anida and Mark reported on a meeting earlier in the evening with Spectrum. For 2009 they will bring all of their rides (Cheryl has a list) and fit in as many as possible. They will only be at New Berlin. The carnival suggested being open until 11pm on the 2nd, midnight on the 3rd and 4th, and on Sunday from noon until 8pm. Twelve wristbands will be requested to give to the 12 winners of the pie competition. It was suggested by John Schober, NB MDA, that the crowds on July 3rd don't get to the grounds until 8-8:30pm so have the bands play 7pm-11pm. The concessions also suggested they stop selling pitchers at a certain time and then sell cups until the music stopped. Then when the concessions close the people can either leave or go to the carnival. Cheryl Schober moved to approve Spectrum carnival for 2009. Pat Palechek seconded. Passed.

--Main parade: Mark Kranz is a member of the Dixie Doodlers, a roaring 20's Dixieland jazz band. He is also a member of a Model T Club. He would like to be in next year's parade. Cheryl will send him a form.

--Mayor (festival, 50th Celebration): the mayor introduced Joyce Boehlen who wants to get involved in the community and is attending the meeting tonight as a possibility. He thanked the commission for a great 4th and the festival being a "show place" of New Berlin. Also, thanked all of the groups/clubs involved. Discussion followed on the 50th Celebration for the city in 2009. There was a committee, mostly city employees, looking into ideas for a city celebration next year. The time capsule will be opened and items will be displayed at the July 4th festival. He asked the theme to reflect the city's birthday. John Burke moved the theme for 2009 to be "New Berlin Celebrates it's 50th Anniversary". Nancy Bertsch seconded. Passed. The commission and the mayor will join the effort of raising funds for the celebration. Suggestions were made a having a birthday cake donated. The Fourth of July Commission decided on a policy for 2009 that the Commission will make a part of its celebration in 2009 a celebration of the city's 50th birthday.

--at 9:15pm took a 10 minute break.

--Minutes: John Burke moved to approve the minutes of the June 25 commission meeting. Nancy Bertsch seconded. Passed.

--Budget, fund raising and sponsorships: Anida and Mark reviewed the 2008 budget. The council is working on the 2009 budget. Cheryl needs to finish the list of donors/sponsors for 2008 and asked everyone to submit names they have.

--Public relations (newspapers/fliers/internet/cable): Cheryl reported good PR locations. A coupon suggestion for 2009 is a free pair of 3D fireworks glasses. Cheryl would like the commission to request the IT Dept. put Fourth of July on the main page of the web site to make it easier for anyone looking for festival information. Mark is on the IT committee with Ald. Ken Harenda and they will look into it.

--Signs (parade/grounds): the Streets Dept. did a great job again with the signs this year.

--July 2 (EHS/HS Battle of the Bands):

--EHS – Anida spoke with the WI Singers and their returning in 2009. It was suggested the right before intermission to have the audience sing 'Happy Birthday' to New Berlin and have birthday sheet cakes instead of cookies. Anida will introduce the aldermen and mayor before the flag presentation and the show.

--HS Battle of the Bands – (see earlier report)

--Fireworks: all agreed the 2008 fireworks were fantastic! Ald. Harenda had a complaint that the trees needed to be topped. Anida sent a special letter of thanks to Paul Schoeneck for his continued outstanding contribution to the festival as the sponsor of the firework's show.

--Children's entertainment (mini parade/flashlight candy hunt/etc.):

--Mini Parade – Magic Morgan was again well received with his balloons and the parade was great.

--Petting Zoo – there was a complaint that there was no hand sanitizer as in 2007. The zoo employees were handing out wet naps but didn't get to everyone or ran out. In 2009 the commission will have wet naps on hand to give out. No problems were reported, and we should continue this very popular activity.

--Flashlight Candy Hunt – Pat and other commissioners reported it was great! The biggest crowd ever. Thanks again to the New Berlin Fire Dept.

--Games: no report

--**Carnival:** (see earlier report) there was one complaint that a carnival game had knives as prizes. The police took care of it quickly.

--**Concessions (major/commercial):** (see earlier report)

--**Entertainment (main stage/pie judging/special):** discussed the 2008 bands. Some other groups were discussed like the Love Monkeys, Raabid Ardvarks, and Dueling Pianos. Mark Schroeder moved to have Cheryl Schober reserve The Toys, Eddie Butts, Mt. Olive, Roadogz, and the Booze Brothers for 2009. Pat Palechek seconded. Passed.

--Pies – it was requested the commissioners park their cars on the back side of the headquarters pavilion. It blocks the view of the area. Nancy P. is looking into putting tables with the VFW Auxiliary in the middle of the pie tent. A larger tent may be needed to also have room for the spectators.

--**Main parade (units/judging/staging/banner carriers):** Anida thanked Pat Palechek and Nancy Perkins for helping at the reviewing stand. The banner carriers did an outstanding job. The parade judges again did a fine job. It was suggested Cheryl add to the parade letters that it is the city's 50th anniversary and it would be a good idea if they could incorporate gold and the anniversary theme into to their floats.

--**Grounds, parking and facilities:** Anida and the commission thanked Dave Jeske and his park crew for doing such a great job on the grounds. Karl's tents were great, but they do need better tables for us. We also need to order more chairs for 2009. The west tent lights were too bright and need to be toned down. The port-a-potties need more sanitizers available on a-frames.

--**50th Celebration:** (see earlier report)

Celebration 2009

--**Date(s), time:** in 2009, July 2 is Thursday, 3rd a Friday, and 4th on Saturday. Nancy Perkins moved the commission hold the 2009 celebration on July 2, 3 and 4, with the carnival open on Sunday, July 5. John Burke seconded. Passed.

--**Theme:** (see earlier report)

--**Ideas:** bring to next meeting

--Adjournment of meeting at 10:45pm.

Next commission meeting on Wednesday, November 5, 2008, at 7:30pm, in Park & Rec.