

New Berlin Fourth of July Commission Minutes For Wednesday, September 27, 2006

Commissioners present: Anida Rose, Jim Belland, Nancy Bertsch, Carol Nowak, Nancy Perkins, Dave Ament, Mark Schroeder

Commissioners excused: John Burke, Joan Campione, Cheryl Schober

Others in attendance: Randy Alf (NBPD), Rich Eckel (Eagles), Curt Tenwinkel (New Berlin Lions), Richard Nuccio (New Berlin Lions), John Schober (NBMDA), Shannon McKeown (NBMDA), Tom Shallow (Prospect Lions), Lee Zacher (Prospect Lions), Teddy Schober (NBYAB), Denise Sagat (NB Magic)

Meeting called to order at 6:45PM by Anida Rose.

Anida thanked the New Berlin Fourth of July Commissioners, New Berlin Police Department, Prospect Lions, New Berlin Lions & Lioness, Eagles, New Berlin MDA, The New Berlin Park and Rec, The Youth Advisory Board, New Berlin Magic, and the New Berlin Fire Department for their outstanding efforts in making the 38th Annual New Berlin Fourth of July Family Festival the best ever. The combination of hard work, co-operative effort, extraordinary service on the part of all volunteers, and great weather made for a most successful Fourth of July Celebration.

MAJOR CONCESSIONS - With the great weather and crowds, the Major Concessions reported record beer sales. Most Concessions were sold out of food by 9PM on July 4th. The use of the Concession Menu Hand-out should be continued in 2007. It is a very valuable tool in letting folks know what food is available at what tent. The following bands were very well received in each tent: Mt. Olive (West Tent), Eddie Butts (East Tent), Sweet Tarts (West Tent), Booze Brothers (East Tent). It was reported that recorded music should be used under each tent during the Main Parade time instead of live bands, as Brandon James & the Bandits and the Havana Ducks played to no one except the folks manning the tent concessions. There was a problem with Co2 and a loose fitting in the beer line. Further discussion with WOW and a meeting between the Concessions and WOW just before the festival would be helpful. Since New Berlin Lions pay the bill for all the groups, perhaps it would be helpful to have Mike Brown and the various groups meet to discuss how the bill is presented and itemized. There was a problem with the sound system in the East Tent, and the lead singer from the Booze Brothers expressed his concern. We need to discuss this further with Badger Sound. The New Berlin Lions apologized that there was no ice cream bars handed out as their provider completely dropped the ball. Anida thanked the New Berlin Lions for providing free ice cream for 37 years, and there was no need to apologize for something that was not their fault. Shannon of the New Berlin MDA reported that the racing sausages were a big hit in the west tent, and that she would like to see them return in 2007. The east tent also requested they visit their tent as well next year. Denise reported that the New Berlin Magic parked over 5,300 cars, another record year for the New Berlin Magic. Denise also reported that two of the Milwaukee Brewers showed up to play catch with her kids.

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BUDGET, FUNDRAISING AND SPONSORSHIPS - Mark reported that he will have a complete printed report for the next meeting. With the combination of the best ever Carnival, Parking, and Grant money, we should be able to cover all our expenses. Texas Roadhouse still needs to complete \$400 of their sponsorship for the 2006 celebration. If there are any other outstanding sponsorships, Cheryl and Anida can make follow-up calls to those sponsors. Mark also reported that the Fourth of July Commission received a very nice thank you card from Jeff Cavanaugh.

PUBLIC RELATIONS - No report.

SIGNS - Nancy Bertsch reported that there still is a problem with the Keppen yard during the Fourth of July. This year the phone line to this house was cut by parade viewers putting stakes in the ground. Dave suggested that he would call the "Digger's Hot Line" to put flags in and around this property so that this does not happen in the future. It is a problem that we must discuss further as many people continue to put stakes in the ground along the parade route long before the parade begins.

JULY 2ND BATTLE OF THE BANDS - Anida thanked Teddy Schober and the Youth Advisory Board for their hard work. Jim and Nancy P. said they enjoyed working with the NBYAB members. There was a problem with two bands with inappropriate behavior, and they will not be invited to return. It was suggested that it would be helpful next year to have a uniformed police officer in each area. Nancy and Jim also suggested that the bands need less than ten minutes between sets, and cutting the time would help to move the whole program along. The Commission will continue to work with Teddy and the NBYAB for the 2007 Battle of the Bands.

FIREWORKS - The Schoeneck Fireworks Show proved to be another incredible show. Anida sent Paul Schoeneck a letter of thanks from the Commission on July 5, 2006. Paul called Anida a few days later and committed his sponsorship of the 2007 New Berlin Fireworks Extravaganza, and in his words, "bigger and better in 2007". Nancy P. expressed her concern that some of the fireworks were set too low and the trees blocked the view of those sitting close to the fence. She suggested that all the fireworks should be set higher. Two options were discussed, have the Schoeneck folks moved to a better viewing area, or set all the fireworks at a higher level. This matter needs to be discussed again at a later meeting. Anida thanked Randy and the New Berlin Police Department for getting thousands of fireworks viewers out of the park in record time without a mishap.

CHILDREN'S ENTERTAINMENT - MINI PARADE - This was another great success. Many thanks again to the New Berlin Jr. Women. There was great coverage and pictures of the Mini Parade in the New Berlin Citizen. Magic Morgan did a fine job of balloon hats for the children and should be asked to return in 2007. The treat bags and ribbons for all were well received by nearly 300 children. It doesn't seem to matter when the Commission holds this event, the attendance is always very good. No mishaps, no lost children, and no lost parents. FAMILY GAMES - Tanya and her Staff must be congratulated for their efforts and creativity in providing delightful and patriotic games for the children. FLASHLIGHT CANDY HUNT - Biggest turnout ever. The New Berlin Fire Department outdid themselves again. With thousands of children and parents on three ball fields, John B. reported only two lost parents who were quickly found within five minutes.

GAMES - No report.

CARNIVAL - Mark reported that the Commission's 10% was a record \$9,032 in cash money. Rainbow Valley Rides Carnival will be invited to return in 2007.

ENTERTAINMENT - It was another outstanding performance by the Wisconsin Singers at Eisenhower High School on July 2, 2007. A capacity crowd enjoyed not only a great show by the Wisconsin Singers, but cookies provided again by Pro-Health Care Regency Senior Communities of New Berlin. The Wisconsin Singers have accepted another return engagement to New Berlin in 2007. The Jo-Don Farms Petting Zoo was a very well-run operation, and enjoyed by many children and adults on July 4th. It was the recommendation of the Commission that Jo-Don Farms Petting Zoo be re-booked as soon as possible for 2007. The Texas Roadhouse Family Tent proved to be another very popular venue. It would be in our best interest to continue our contact with The Texas Roadhouse and encourage their continued sponsorship. The Castle of the Arts, Anita's Dance Company, and JK Lee Martial Arts Demonstration should also be considered for next year. The 3rd Annual Pie Bake Off set another record for entries. The Texas Roadhouse Family Tent proved to be an excellent choice for this very popular event. Nancy P. will need more volunteers and helping hands to make sure

the Pie Bake Off continues to run smoothly next year. The Commission will need to discuss how we can get more volunteer help in 2007. Nancy P. thanked the Commission and those who volunteered to help this year. This event also had very good coverage in the New Berlin Citizen. Nancy P. reported that \$165 was donated to the New Berlin Food Pantry from the sale of pie slices.

MAIN PARADE - With 92 entries the Main Parade lasted exactly two hours, as timed by the Commissioners at the reviewing stand. Dave said that he heard from one person who thought the parade was still too long. Reviewing the 2006 Parade Line-Up the Commission suggested that there were two or three entries that could have been eliminated, but the majority of color guards, floats, marching bands, clowns, scout troops, etc. provided a well-balanced, entertaining, and patriotic Fourth of July Parade. Dave volunteered to try to get a Main Parade "Fly Over" for 2007. The parade banner carriers continue to improve each year thanks to Nancy P. and Carol. All Parade Units were sponsored again this year. Staging continues to be a major problem for those brave Commissioners who have to deal with this difficult task. Continued close contact with the NBPD and the Commission is very important. Anida sent a special letter of thanks to John Ziino for his outstanding effort as Parade Chairman. Parade judging went smoothly and no complaints were received by the Commission.

GROUNDS, PARKING, AND FACILITIES - Anida thanked Mark and his Parks and Recreation Staff for all their efforts in providing a beautiful setting for the festival. The Mini Parade site was a major improvement this year. Mark sent a letter of thanks to the Living Word Church for their volunteer service of cleaning up the Main Parade route. It was suggested by both Nancy P. and Nancy B that a first-aid kit be available to the Commission at the Control Area.

CELEBRATION 2007 - Dates, times, theme, and ideas will be discussed at the next Commission meeting on Wednesday, October 25, 2007 at 7:30PM.

ADJOURNMENT at 10:20PM.

A. Rose