

Fourth of July Commission Minutes  
Meeting September 14, 2005

**Present:** Anida Rose, Jim Belland, Carol Nowak, Nancy Perkins, Nancy Bertsch, Mark Schroeder, Cheryl Schober, Gary Bachmann/New Berlin Magic, John Schober/NBMDA, Dick Hagen/Eagles, Mike Mazzoni/New Berlin Lions, Teddy Schober/Youth Advisory Board, Gordon Weiss/Prospect Lions, Lee Zacher/Prospect Lions, Rich Eckel/Eagles

**Excused:** Ald. Dave Ament, Joan Campione, Lt. Randy Alf/NBPD

**Absent:** John Burke, Chris Sobczak, New Berlin Lioness, Nbfd

--Meeting called to order at 6:35pm by Anida Rose

**Special Review of Celebration 2005**

**--Major Concessions –**

-Anida thanked the concessions for their hard work and participation in the festival.

-New Berlin Lions said the entertainment was good; they liked Bobby Way and the Wayouts; sales were less than 2004 but profits were up; New Berlin Lioness did better than 2004; Mike helped when there was a problem with the power (Badger Light & Sound board had a power problem)

-Eagles had a good year; want to have all bands back but not polka band and Fat Sandwich; beer sales better than average; Dick was disappointed with water prices (varied with some other stands – were higher); trash pickup was good; tent and grill were okay

-NBMDA profits and sales were down from 2004; Mt. Olive and Brandon James were good but did not like Bobby Way and the Wayouts; a special thanks to Schoeneck Containers for their support and the great fireworks; 10:30pm close on the 3<sup>rd</sup> is great and no problems with it this year (signs worked well); had some problems with the tent

-Prospect Lions liked the entertainment including the polka band (good for during the parade); beer sales were down with the food and corn sales up – profits same as 2004; the tent was ok; the club is satisfied. The 3-fold flier was a good idea and should be repeated.

-Jim Belland critiqued some of the bands: the crowd seemed bored with Bobby Way and the Wayouts; Brandon James was good and has a great guitar player; Havana Ducks haven't lost a beat since their leader died

**--High School Battle of the Bands/Youth Advisory Board –** everything went well. It was a good idea to have a police officer do the announcing; Officers Pine and Hanlon said the students were well-behaved; thanked the commission for donating the prize money. Over \$200 was donated to MDA from their concessions. Nancy Perkins presented a schedule from Jefferson County Fair with multiple days/times for Battle of the Bands; someone will contact them for info.

**--Parking/New Berlin Magic –** the ramp from Casper Dr. worked well. There were problems late on 7/4 when everyone came at once and it was hard trying to move the cars to other lots (got landlocked by the municipal garages; might need 'Parking Lot Closed' signs on barricades during this time). We need more 'Handicap Parking' signs on

National Ave. to direct cars before turning onto Casper Dr.; need to fence off trailer area north of Water Bldg. driveway to keep spectators out and for security. Thanks to Ament Industrial Truck for donating the golf carts. Another portable light is needed by the west soccer fields like the one by recycling; commission thanked them for helping carry parade banners

--**New Berlin Police Dept.** – no report

--**New Berlin Fire Dept.** – no report

--**Mayor** – no report

#### **Commission Review of Celebration 2005**

--**Staff Reports** – the kids' games went very well; Tonya did a great job

--**Budget, fund raising and sponsorships** – fund raising went well with both old and new sponsors. Cheryl will organize the 'thank you' plaques. Anida sent out letters to major sponsors; Anida went thru "Our Town" magazine for New Berlin which lists a lot of businesses we'll be contacting for sponsorships next year.

--**Public relations** – Cheryl passed around the Muskego Festival paper from CNI; Jim went to the festival and said 'The Toys' band was great; Cheryl will contact Jim Potter/This Week to reserve the paper for 2006

--**Signs** – lots of good signs all over town; thanks to P&R for putting them up

--**July 2 (EHS/HS Battle of the Bands)** - the HS Battle of the Bands had very good participation and will be kept on the 2<sup>nd</sup>. The WI Singers were fantastic; with over 800 people enjoying the show. The singers enjoyed their dinner, etc; their show for 2006 will include some video and is titled "Let's Go To The Movies". Jim Belland moved the commission to book the WI Singers for July 2, 2006 at EHS. Mark Schroeder seconded. Passed.

--**Fireworks** – were super fantastic and a big thank you to Schoeneck Containers; they also committed to the fireworks for 2006. Carol Nowak moved to contract with Bartolotta Fireworks for 2006. Nancy Bertsch seconded. Passed.

--**Children's entertainment** – Carol brought in a CD from Fox & Branch (a folk music group that gets kids to interact with them); they could play from 2 to 3 hours for \$200 to \$400.

--the petting zoo was a hit; parents liked that we handed out wet naps

--Nancy Perkins talked about a special tent for special items and sponsored by a local business; could also hold pie judging and Discovery World in the tent.

--Nancy P. has been emailing with jugglers from Minnesota; the commission decided not to pursue

--Mini Parade was great; about 250 kids; Magic Morgan was a hit with his balloon making. Nancy Perkins moved the commission contract with Magic Morgan to do the mini parade in 2006. Nancy Bertsch seconded. Passed.

--Flashlight Candy Hunt had a great picture and article in the paper and continues to attract an overflow crowd.

--**Games** – received a thank you from Take a Soldier to the Movies; Cheryl has a couple of contacts with groups that have 'trains' to drive on the grounds

--**Carnival** – the carnival brought in over \$7,000 in funds this year. Nancy Bertsch moved the commission to send a contract to Rainbow Valley Rides for 2006. Carol Nowak seconded. Passed.

--**Concessions** – good meeting with main concessions; suggested that if the vendors want to open on July 2 they can

--**Entertainment** – discussed the main bands for 2006; Cheryl will look into Rhythm Method/Light Up; Nancy P. suggested that during band breaks someone make announcements from each stage highlighting what other activities are taking place in the park. Jim Belland moved the commission to book The Toys, Booze Brothers, Mt. Olive, and Eddie Butts for July 3 & 4, 2006. Mark Schroeder seconded. Passed.

--Discovery World (kids making slime and/or super balls) was a hit; the final bill for product given was \$131.00. Nancy Perkins moved the commission to contract with Discovery World for 2006. Mark Schroeder seconded. Passed.

--Pie judging contest – Nancy P. is trying to talk to a person who has suggestions for next year; great article written by Audrey Judds; thank you letter from New Berlin Woman's Club for donating \$138.00 from 'selling' pie slices after the competition

--**Main parade** – received a thank you from Jolly Giants. The Happy Whistlers and Dancing Grannies were great additions to the parade. Cheryl will update the forms and letter so they can be mailed soon. The banner carriers were super. There were problems at Sunny Slope and National; some of the cars that came thru did not slow down. Safety concerns must be addressed for next year. Staging of units went well and staging should remain on National Avenue. The main parade went smoothly with few gaps and problems.

--**Grounds, parking and facilities** – grounds were ok; some rough spots under west tent (maybe roll it in spring); power problems under west tent with Badger Light & Sound on 7/3 and 4 (Mt. Olive complained on the 3<sup>rd</sup>).

### **Celebration 2006**

--**Date(s), time** – Nancy Bertsch moved to hold the 2006 celebration on Sunday, July 2 (HS Battle of the Bands and EHS), Monday, July 3 (5pm – 11pm), and Tuesday, July 4 (12 noon – 11pm). Carol Nowak seconded. Passed.

--**Theme** – suggestions: 1) America...Working Together  
2) America...United We Stand  
3) One Land, One Hope, One Country

--**Ideas** – (see above)

--**Adjournment** at 10:20pm

Submitted by

Cheryl Schober

Next meeting on Wednesday, October 26, 7:30pm.