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Office of the City Administrator

**Mequon Festivals Committee
February 2, 2016
Meeting Minutes**

Members Present: Alan Day, Kirsten Hildebrand, Bridget King, Al McIlwraith (left 7:13 PM), Committee Chair Vanessa Nerbun

Not Present: Alderman Pam Adams, Sharon Stillman

Also Present: Executive Assistant Prosser

The meeting was called to order by Vanessa Nerbun, Committee Chair, at 6:10 PM.

Approve minutes of the November 2 and November 17, 2015 meeting

Action: Motion to approve the meeting minutes of November 2 and November 17, 2015
(McIlwraith/King)

Result: Motion passed by voice acclamation.

Debrief Winter Wonderland of Mequon 2015

Chairman Nerbun opened the discussion by stating she heard many positive comments from those who attended the event. Alan Day stated he also received great feedback. Al McIlwraith mentioned the only downside was the long waiting line for Santa. Several suggestions were made; provide games for the children while waiting in line, hand out numbers to those standing in line and incorporate charity into the event.

2015 Budget Update

Executive Assistant Prosser provided the Committee with a 2015 budget update. A suggestion was made to purchase more heaters provided there is storage available.

Review Mission Statement

Bridget King agreed to edit the mission statement and bring it back to the Committee at the next meeting.

Developing an Inclement Weather Policy

Chairman Nerbun stated in the past Taste of Mequon was advertised as being held rain or shine. Vanessa went on to say, it has become evident with the use of generators that the event would likely need to be cancelled if inclement weather is predicted. The Committee was in favor of developing an inclement weather policy and requested the item be placed on the agenda for the meeting in March for further discussion.

Pre-Event Planning

2016 Meeting Schedule

A 2016 meeting schedule was distributed to the Committee.

Set Date/Time – Taste of Mequon & Winter Wonderland of Mequon

The Committee set the dates and times for the 2016 events. Taste of Mequon will be held on Saturday, September 10th noon – 9:00 PM and Winter Wonderland of Mequon will be held on Sunday, December 4th 4:00 – 6:30 PM

Proposed Fee Schedule

Vanessa Nerbun stated in 2015 an early bird special proved to be successful. Vanessa noted this year a proposed fee schedule has been developed. The fee schedule offers a special rate, based on the space size, prior to May 2, after May 2nd the rate will increase. Several changes to the fee schedule were proposed; include a space fee for Community Groups and participants in the children's area. A suggestion was made to add a discounted space fee for food/beverage vendors that do not require electricity. The Committee requested the proposed fee schedule be brought back to the Committee for approval at the March meeting.

Bridget King requested further information on the license requirements for a farmer's market to participate.

Proposed 2016 Budget

Action: Motion to approve the proposed 2016 budget (McIlwraith/Day)

Result: Motion passed by voice acclamation.

As a result of not having a quorum, the remaining agenda items will be brought back to the next meeting.

Future agenda items

Entertainment

Proposed Fee Schedule

Revised Mission Statement

Community Based Organizations

Electrical Outlets

Goal Setting

Sponsor Promotion

Next Meeting Date and Time

The next meeting of the Mequon Festivals Committee will be held on Monday, March 7, 2016 at 6:00 PM.

Adjourn

Action: Motion to adjourn the meeting. (Day/King)

Result: Motion passed by voice acclamation. Meeting was adjourned at 7:45 PM.

Respectfully submitted,

CITY OF MEQUON – MEQUON FESTIVALS COMMITTEE

Lina Prosser, Executive Assistant