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Office of the City Administrator

**Mequon Festivals Committee  
March 7, 2016  
Meeting Minutes**

**Members Present:** Alderman Pam Adams, Alan Day, Kirsten Hildebrand, Bridget King, Al McIlwraith  
Committee Chair Vanessa Nerbun, Sharon Stillman

**Also Present:** Executive Assistant Prosser

The meeting was called to order by Vanessa Nerbun, Committee Chair, at 6:03 PM.

**Approve minutes of the February 2, 2016 meeting**

**Action:** Motion to approve the meeting minutes of February 2, 2016 (McIlwraith/King)

**Result:** Motion passed by voice acclamation.

**Staff Updates**

Staff provided the following updates to the Committee: A save the date notification has been sent out in the City E-News, displayed on the Community Sign, and a request has been made of the Mequon-Thiensville Chamber of Commerce to send out a save the date notification to their members. Other updates included; the Homestead High School parking lot has been reserved for the day of the event for shuttle service and was informed that a farmer's market is exempt from acquiring a food service license. Staff reviewed the City Attorney's opinion with the Committee on whether a vendor selling merchandise will need to provide a Wisconsin Seller's Permit number. The Committee was informed any vendor selling merchandise will need to provide a Wisconsin Seller's Permit number with their application given the fact that the City is a *Temporary Event Organizer* and therefore responsible for reporting the information to the Wisconsin Department of Revenue.

**2016 Budget**

**Fee Schedule**

Vanessa Nerbun stated at the last meeting the Committee reviewed a 2016 proposed fee schedule and several changes were suggested to include a space fee for the children's area and for non-profit vendors. Vanessa stated at the last meeting a concern was brought up regarding several groups' participation in the children's area being questionable. Vanessa went on to say, the thought was by charging a nominal fee more value would be given to participating. Al McIlwraith suggested charging \$25 to participants in the children's area unless the participant is a sponsor. The Committee agreed to set a minimum of \$250 cash sponsorship to be exempt from paying a fee to participate. Kirsten Hildebrand suggested referring to the \$25 fee for participants in the children's area and non-profit vendors as an application fee.

**Action:** Motion to approve the 2016 Proposed Fee Schedule with recommendation to identify the \$25 fee for participants in the children's area and non-profit vendor as an application fee.  
(King/Hildebrand)

**Result:** Motion passed by voice acclamation. The 2016 Proposed Fee Schedule was approved.

### *Tent/Stage Rental*

**Action:** Motion to approve estimate from Suburban Rental, Inc. for the tent and stage rental in the amount of \$1,040. (Stillman/King)

**Result:** Motion passed by voice acclamation.

### *Shuttle Service*

**Action:** Motion to approve GoRiteway estimate for shuttle service in the amount of \$275. (Stillman/McIlwraith)

**Result:** Motion passed by voice acclamation.

### *Bounce House*

Vanessa Nerbun stated the bounce house provided by KC's Inflatable Bouncers would be geared towards pre-teens noting the bounce house provided last year by Splash was more suited for ages 3-11. The Committee decided to wait and discuss the need for an additional bounce house at a later date.

### *Fun Before the Fourth*

Vanessa Nerbun inquired of the Committee whether they would be interested in participating in the Fun Before the Fourth parade this year. Vanessa noted the cost to enter the parade is \$100. The Committee asked for further research on whether Community Fun Events would waive the \$100 fee to participate.

### *Sound and Lighting Production Services*

**Action:** Motion to approve Broadway Production invoice for sound and lighting service. (Stillman/McIlwraith)

**Result:** Motion passed by voice acclamation.

### **Developing an Inclement Weather Policy**

Vanessa Nerbun stated at the last meeting the Committee discussed the need for a formal weather policy specific to the day of the event should inclement weather be predicted. Vanessa noted the Committee asked that the item be brought back to the next meeting for further discussion. Al McIlwraith suggested that the event participants be guided to the city's website to watch for an announcement of an event cancellation rather than calling or e-mailing each participant. Committee members agreed to inform participants to refer to the city website to check for possible cancellations due to inclement weather. Kirsten Hildebrand offered an amendment to the policy as follows: remove from the policy there are no refunds or extended dates due to inclement weather, and replace with; *The Mequon Festivals Committee reserves the right to provide a discretionary refund for the forthcoming year should the event need to be cancelled due to inclement weather.*

The Committee went on to discuss who would be responsible for monitoring the weather prior to the event and making the final decision to cancel the event due to inclement weather. Staff suggested identifying two to three Emergency Action Plan Representatives to evaluate the conditions and determine if the event will remain scheduled. The Committee agreed to select the Committee Chair, Staff Liaison and an additional representative of the city to monitor the weather and determine whether the event will need to be cancelled due to inclement weather. The Committee reached a consensus to set the time at 6:00 AM on the day of the event to post the announcement on the city website and record a cancellation message on the staff liaison's office phone.

**Action:** Motion to approve the Inclement Weather Policy with recommended changes. (King/McIlwraith)

**Result:** Motion passed by voice acclamation.

### **Pre-Event Planning**

#### *Review Mission Statement*

Bridget King provided a revised mission statement. The Committee reviewed the revised mission statement and offered an amendment.

**Action:** Motion to approve the revised mission statement with amendment.

(Hildebrand/Adams)

**Result:** Motion passed by voice acclamation (6/1).

The new Mission Statement reads as follows; *To organize family-friendly events for the enjoyment of the community, spotlight the city's fine qualities, and strengthen community involvement and spirit.*

#### *Community Organizations*

Kirsten Hildebrand stated she was asked to draft a set of participation guidelines associated with nonprofit organizations asking to have a presence at Taste of Mequon. Kirsten went on to say this would be based on establishing an area to place the nonprofit community organizations within the festival grounds.

Kirsten provided a list of nonprofit organizations within the community. The Committee decided to bring the item back to the next meeting for further discussion.

#### *Entertainment*

Al McIlwraith recommended hiring Left on Sunset as the closing act.

**Action:** Motion to approve Left on Sunset to play at Taste of Mequon from 6-9:00 PM.

(McIlwraith/Stillman)

**Result:** Motion passed by voice acclamation.

A number of other bands were suggested; Sawdust Symphony, Danny Miller Band, Party Anthem, Chicken Wire Empire Band, and Charles Walker Band.

Pam Adams will check on the price and availability of; Sawdust Symphony, Danny Miller Band, Chicken Wire Empire Band and bring the information back to the next meeting.

#### *Vendor Applications*

Vanessa Nerbun stated applications to past Food/Beverage vendors and restaurants that have shown an interest in participating will be going out shortly.

- **Electrical Outlets**

The Committee agreed to set the maximum allowable electrical outlets for Food/Beverage vendors at three per vendor.

- **Vendor Categories Defined**

Staff provided the Committee with vendor categories and definitions. The Committee did not have any changes.

- **Vendor Guidelines**

The Committee reviewed additional vendor guidelines provided by staff and recommended several changes.

**Future agenda items**

- Entertainment
- Inclement Weather Policy Procedures
- Non-Profit Organizations Participation Guidelines

**Next Meeting Date and Time**

The next meeting of the Mequon Festivals Committee will be held on Monday, April 4, 2016 at 6:00 PM.

**Adjourn**

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

**Result:** Motion passed by voice acclamation. Meeting was adjourned at 8:00 PM.

Respectfully submitted,

CITY OF MEQUON – MEQUON FESTIVALS COMMITTEE

Lina Prosser, Executive Assistant