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Office of the City Administrator

**Mequon Festivals Committee  
July 27, 2015  
Meeting Minutes**

**Members Present:** Alderman Pam Adams, Alan Day, Kirsten Hildebrand, Bridget King (6:38 pm),  
Vanessa Nerbun, Sharon Stillman, Committee Chair

**Not Present:** Al McIlwraith

**Also Present:** Assistant City Administrator Thyes, Executive Assistant Prosser

The meeting was called to order by Sharon Stillman, Committee Chair at 6:35 PM

**Approve meeting minutes of June 8, 2015 meetings**

**Action:** Motion to approve meeting minutes of June 8, 2015 (Nerbun/Day)

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

**Staff Updates**

Assistant City Administrator Thyes reported he is working on a sign plan for the Mequon Festivals Committee to be presented to the Planning Commission at their August 31, 2015 meeting for approval. The sign plan will allow for event participation signs to be placed in front of individual restaurants participating in Taste of Mequon. Mr. Thyes noted the sign plan will remove the need for a business to use one of their temporary banner allotments. Executive Assistant Prosser informed the Committee a photographer has been reserved for the event and venue equipment; dumpster, port-a-johns, and hand washing units are on order.

**Budget Update**

Executive Assistant Prosser provided the Committee with a budget update. Vanessa Nerbun stated she does not anticipate going over the marketing budget this year, and noted stickers will be ordered to replace last year's date on the yard signs.

**Sponsorship Update**

Executive Assistant Prosser provided the Committee with a sponsorship update.

**Event Participants Update**

Executive Assistant Prosser reported sixteen restaurants will participate in Taste of Mequon and thirteen artists. The Committee discussed inviting other vendors such as a farmers market, a flower vendor, and a popcorn vendor. Staff will check with the City Clerk's office on whether a farmer's market or flower vendors are required to purchase a license from the city.

**Art Contest Update**

Bridget King stated the art contest will be postponed until next year.

## **Entertainment Update**

### *Mascots*

Vanessa Nerbun reported the Lakeshore Chinooks mascot; Gil will be at the event from 1-3:00 PM and will need a handler. Staff will contact the Fire Department to find out if their mascot is available for the event from noon – 2:00 PM.

Sharon Stillman discussed the possibility of having an announcer at the event. Committee members provided several suggestions for announcements to include; announce what the restaurants are serving, promote the artists and activities in the children's area.

## **Children's Area Update**

Kirsten Hildebrand shared an update of participants in the children's area. Kirsten stated all participants will be at the event from Noon – 5:00 PM except for the mascot Gil, from 1:00-3:00 PM and the magician Kirk Patrick from 3:00-5:00 PM. Kirsten plans to meet with the participants in the children's area during the last week in August to ensure they are familiar with their assigned location in the library parking lot.

Bridget King stated a local pet supply store is interested in participating in Taste of Mequon. Committee members discussed how the pet supply store might be able to fit within the event. The Committee agreed to invite the pet supply store to participate provided they follow the theme of a pet restaurant.

**Action:** Motion to contact the pet supply store and offer them the opportunity to participate, provided the pet supply store is able follow the theme of a pet restaurant.  
(Nerbun/Hildebrand)

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

Staff will determine whether a city license is required for a pet supply store to participate in Taste of Mequon.

## **Marketing/Media Update**

Vanessa Nerbun provided a proof of the Taste of Mequon poster for the Committee's feedback.

The Committee agreed to leave the artist time open ended on the poster. Vanessa stated she will make the majority of the recommended improvements; however redesigning the whole poster would not be cost effective.

Vanessa reported the Fun Before the Fourth Parade was a great way to promote Taste of Mequon, an event the Committee should consider participating in again next year.

## **Define volunteer duties**

Executive Assistant Prosser provided the Committee with draft volunteer position descriptions. The Committee reviewed the descriptions and offered feedback. A suggestion was made to sell T-shirts in only one location. A suggestion was made to have all vendors enter behind city hall, through the Logemann Community Center parking lot.

## **Future Agenda Items**

Determine committee member's schedule at Taste of Mequon  
Consider use of heat lamps  
Discuss inviting strolling artists  
Discuss the purchase beach balls  
Allocation of funds for art contest

**Next Meeting Date and Time**

The next meeting of the Mequon Festivals Committee will take place on Monday, August 10, 2015 at 6:30 PM.

**Adjourn**

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

**Result:** Motion passed by voice acclamation. Meeting was adjourned at 8:25 PM.

Respectfully submitted,

CITY OF MEQUON – MEQUON FESTIVALS COMMITTEE

Lina Prosser, Executive Assistant