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Office of the City Administrator

**Mequon Festivals Committee
August 17, 2015
Meeting Minutes**

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

Not Present: Kirsten Hildebrand

Also Present: Executive Assistant Prosser

The meeting was called to order by Sharon Stillman, Committee Chair at 6:37 PM

Approve meeting minutes of July 27, 2015 meetings

Action: Motion to approve meeting minutes of July 27, 2015 (Nerbun/McIlwraith)

Result: Motion passed by voice acclamation.

Budget Update

Executive Assistant Prosser provided the Committee with a budget update.

Action: Motion to purchase four heat lamps and four propane tanks from Home Depot for use at Taste of Mequon and Winter Wonderland of Mequon. (Nerbun/McIlwraith)

Result: Motion passed by voice acclamation.

Festival Map Update (Restaurants/Artists/Children's Area)

Executive Assistant Prosser provided the Committee with an update to the festival map. Bridget King suggested placing artists in the empty spaces along Cedarburg Road. The Committee discussed their concern for the Lions Club tent closing off the flow of the event and offered several suggestions to the site map to include; position the Lions Club tent to face west rather than south and west or move Lions Club tent to spaces 14, 15, and 16. Executive Assistant Prosser stated she will need to find out whether there is enough electricity on the north end to accommodate moving the restaurants. Al McIlwraith recommended inviting the Flafel Guys food truck to be part of the event since they will be moving into the B1 Burger location in Thiensville this fall. Vanessa Nerbun stated the Committee did discuss staying with local establishments, but would consider inviting outside community restaurants if there were spaces available. Al McIlwraith will contact Flafel Guys to see if they would be able to use a tent rather than their truck. Lina Prosser pointed out space 29 would be open if Flafel Guys have a tent available, otherwise spaces 3, 4, and 5 would accommodate a food truck. The Committee made a number of other suggestions to the site map; place the caricaturist along the bend to the library parking lot, utilize the check-in table at north end as the information booth once all participants are checked in.

Marketing Update

Vanessa Nerbun brought in event posters and bag stuffers. Vanessa asked Committee members to start distributing posters, bag stuffers will be distributed to grocery stores closer to the event. Vanessa provided the Committee with the cost to order new yard signs versus the cost to use stickers to replace the year and date on the existing yard signs. There was a consensus among the Committee to purchase stickers rather than order new yard signs. Vanessa indicated the Committee will need to consider purchasing new yard signs for next year.

Volunteer Update

Al McIlwraith stated notices to enlist volunteers have been sent to the News Graphic, both Rotary Clubs, and Homestead High School basketball team. Al will break down the shifts needed for the volunteer positions.

Event Staff Schedule

The Committee received a draft schedule of the event schedule.

Future Agenda Items

- Recognition of Public Art at Taste of Mequon

Next Meeting Date and Time

The next meeting of the Mequon Festivals Committee will take place on Monday, August 31, 2015 at 6:30 PM.

Adjourn

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

Result: Motion passed by voice acclamation. Meeting was adjourned at 8:15 PM.

Respectfully submitted,
CITY OF MEQUON – MEQUON FESTIVALS COMMITTEE
Lina Prosser, Executive Assistant