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Office of the City Administrator

**Mequon Festivals Committee  
August 31, 2015  
Meeting Minutes**

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

**Not Present:** Bridget King

**Also Present:** Executive Assistant Prosser

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

**Approve meeting minutes of August 17, 2015 meetings**

**Action:** Motion to approve meeting minutes of August 17, 2015 (McIlwraith/Nerbun)

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

**Budget Update**

Executive Assistant Prosser provided the Committee with a budget update.

**Final festival map (restaurants/artists/children's Area)**

Executive Assistant Prosser reviewed the final festival map with the Committee. The Committee was provided with two separate check in sheets; one for vendors on Cedarburg Road entering from the west, and the other for artists and participants in the children's area located on the library parking lot, entering from the north. The Committee agreed the check in maps will be very useful for checking in vendors. The Committee went on to discuss the check in procedures for the morning of the event. Kirsten Hildebrand stated she will be meeting with participants offering the children's activities to review the festival grounds and requested information be sent to her to distribute to the participants. Lina Prosser reported she had a meeting with Chuck Kohli, Captain of the Police Reserves, to review the festival map and traffic flow. It was determined a police reserve will be stationed to assist with traffic in the library parking lot during set up and tear down.

**Event schedule update**

A draft of the event schedule was distributed to the Committee. The sculpture unveiling will take place at 2:30 PM.

**Marketing update**

Vanessa Nerbun pointed yard signs and posters are available for the Committee members to take and distribute. Vanessa reminded the members that the yard signs will need to be taken down within two days following the event. Sharon Stillman asked the Committee to e-mail a list of the locations where they placed yard signs and hung posters to avoid duplication. The Committee agreed to supply participating restaurants with bag stuffers, a promotional piece, to distribute to their customers. Vanessa reported she has requested a notice about the event to be placed on electronic sign boards within the community. The Committee expressed concern with getting the word out about the road being closed on the day of the

event. Lina Prosser will find out if an announcement can be placed on the community board regarding the road closure.

**Volunteer update**

Al McIlwraith reported he has been working on recruiting volunteers, but unfortunately he has not received a big response. Al pointed out he has approached both Rotary Clubs, the Homestead Booster Club, placed a notice in the News Graphic and sent an e-mail to prior volunteers. The Committee reviewed the volunteer position descriptions and determined a parking lot attendant would not be necessary.

**Future agenda items**

None

**Next Meeting Date and Time**

No future meeting was scheduled.

**Adjourn**

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

**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