



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262/242-3100

www.cityofmequonwi.gov

FESTIVALS COMMITTEE

Monday, November 17, 2025 - 6:30 PM
North Conference Room

Agenda

- 1) **Call to Order and Roll Call**
- 2) **Approval of Meeting Minutes**
 - a) Meeting minutes of October 27, 2025
- 3) **Committee Chair Update**
 - a) Festivals Committee Guidelines
- 4) **Action Items for Winter Wonderland**
 - a) Hot cocoa and hot cider invoice
 - b) Update on picture frames for craft station
 - c) Update on map and event assignments
 - d) Vendor List, Sponsor List, Outstanding Items
- 5) **Discussion Items**
 - a) 2025 Festivals Budget
- 6) **Next Meeting Date and Time**
- 7) **Adjourn**

DATED: November 17, 2025

/s/ Miranda White, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting. Persons with disabilities requiring accommodation for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Clerk's Office at 262-236-2914, Monday through Friday, 8:00 AM – 4:30 PM.



11333 N. Cedarburg Road
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FESTIVALS COMMITTEE
Monday, October 27, 2025
6:30 PM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Miranda White
Vice Chair Deanna Conaty
Committee Member Brett Benson
Committee Member Jenne Hohn – Left at 6:50 PM.
Committee Member Tracy Johnson
Committee Member Vanessa Nerbun
Committee Member Janet Wirth -- **Excused**
Committee Member Lisa Liljegren -- **Excused**
Committee Member Moshe Luchins -- **Excused**
Committee Member Laeh McHenry -- **Excused**

2) Approval of Meeting Minutes

Motion to approve the minutes of August 18, 2025.

RESULT: Approved by Voice Acclamation [6:4]

MOVED BY: Chair White

SECONDED BY: Committee Member Nerbun

AYES: White, Conaty, Benson, Hohn, Johnson, Nerbun

DEEMED NO: Wirth, Liljegren, Luchins, McHenry

The Committee discussed Taste of Mequon. While no surveys went out after the event, some feedback was that there were spacing issues and the take-down process could be better. It made challenges for tents/trailers to be taken down and exiting. Restore was happy with the results they had being at the event and would like to do it again next year. The Committee reviewed how the vendors are spaced and placed and discussed setting up more of a food court area dedicated to the food trucks. The kids area can be changed for next year as the hamster balls were a bust – they took too long to use/setup and it did not work well. The band was amazing, but the committee questioned the need for the bigger, larger stage as it was a higher cost. Some

feedback was the band was too loud and some attendees thought it ended too early. Failure to Launch should be booked again for next year. The placement of the stage and having a bigger stage helped block the setting sun, allowed for better sound system/equipment and made it easier for people see the band better.

The Committee discussed having more yard signs and making them easier to read. The Mequon Festivals branding should be more consistent across all events, and Chair White will make that change across social media. The Mequon logo should be prevalent and consistent for all three festivals.

3) Nomination of Chair & Vice Chair

Motion to re-elect current Chair and Vice-Chair.

RESULT: **Approved by Voice Acclamation [6:4]**

MOVED BY: Committee Member Johnson

SECONDED BY: Committee Member Nerbun

AYES: White, Conaty, Benson, Hohn, Johnson, Nerbun

DEEMED NO: Wirth, Liljegren, Luchins, McHenry

4) Discussion Items

a. 2025 Funds and Expenses

b. Port O John for Taste of Mequon is OK to pay invoice as due.

c. Go Riteway invoice for Taste of Mequon is OK to pay remainder due.

d. Area Rental Contract is OK to approve for Winter Wonderland.

e. Broadway Production - Sound System Invoice is OK to approve for Winter Wonderland.

f. Ojeda Face Painting Invoice for Winter Wonderland

The Committee discussed whether it was necessary to have a face painter at Winter Wonderland. It is very short event and not the best activity with colder temperatures and pictures with Santa.

Motion to eliminate face painting from the activities for Winter Wonderland.

RESULT: **Approved by Voice Acclamation [6:4]**

MOVED BY: Committee Member Nerbun

SECONDED BY: Committee Member Benson

AYES: White, Conaty, Benson, Hohn, Johnson, Nerbun

DEEMED NO: Wirth, Liljegren, Luchins, McHenry

g. Cookies Estimate

The Committee compared the cost of cookies from the vendor as compared to chocolate chip cookies or other store-bought cookies to hand out along with the hot chocolate. Chair White will get information regarding some cookie options and costs.

Motion to replace decorated cookies from previous vendor and purchase from a retail store to hand out along with hot chocolate.

RESULT: Approved by Voice Acclamation [6:4]
MOVED BY: Chair White
SECONDED BY: Committee Member Nerbun

AYES: White, Conaty, Benson, Hohn, Johnson, Nerbun
DEEMED NO: Wirth, Liljegren, Luchins, McHenry

Activity options included decorating basic hand soap bottles and handing them out or decorating picture frame (either foam frame kits or wooden frames). With the cost savings available after eliminating the face painter cost and finding cheaper cookies, the frame budget can increase to a total of about \$750 or about \$2.50 per frame.

Motion to approve the purchase of approximately 300 wooden picture frame kits.

RESULT: Approved by Voice Acclamation [6:4]
MOVED BY: Chair White
SECONDED BY: Committee Member Hohn

AYES: White, Conaty, Benson, Hohn, Johnson, Nerbun
DEEMED NO: Wirth, Liljegren, Luchins, McHenry

Chair Wirth said that Shully's has agreed to provide the hot chocolate. They will provide an estimate, but thought it would be approximately the same cost as two years ago when they did it.

Committee Member Hohn had to leave the meeting at 6:50 PM.

- h. Musician Option - Noah James Hittner
- i. Smartmouth Musician – Email

Any information sent in from musicians should be sent to Committee Member Liljegren. Addition Winter Wonderland vendors can include a soft pretzels vendor, Tabal Chocolate, a cotton candy vendor, coffee vendor and a donut vendor. Santa and the carriage ride operators have been booked. Chair Wirth will reach out to a community contacts regarding the donation of a cut tree for this year. If not, Facilities Manager Justin Bodoh will be contacted to find a sizeable tree provided by the City of Mequon.

Committee Member Benson agreed to provide 3-4 hours of his time to provide lighting near the Library, the Isham Day House and inside the house for pictures with Santa. The Fire Department agreed to supply a fire truck as long as temperatures are above freezing. The Committee discussed providing candy canes for the fire department to hand out. Stanchions should be rented or purchased to help direct people in line for pictures with Santa: one line for reservations and one for walk-ins. There will be collection bins to encourage people to bring canned goods for the food pantry. Additional signs should be posted to help people know where to donate the food.

Chair White will contact Kohler to see if they wanted to have any kind of contest/event during Winter Wonderland.

5) Future Agenda Items

The Committee discussed the budget and some directives from City Administrator Jones to review how often the Festivals Committee needs to meet. The option for remote attendance was also discussed to provide committee members more flexibility. The rules for the Festivals Committee are that it has a maximum of 11 members, and they must attend at least 51% of the meetings to remain on the committee.

The Committee also talked about Redbud 2026, but it was decided to table that discussion for after Winter Wonderland. It is in the guidelines that the Festivals Committee put on three events per year. The Community Survey showed that people would like more events and ways to get together as a community.

Chair White and Vice Chair Conaty will create a map for the Winter Wonderland layout.

6) Next Meeting Date and Time

November 17, 2025 at 6:30 PM

7) Adjourn

Motion to adjourn at 7:15 PM.

RESULT: **Approved by Voice Acclamation [6:5]**

MOVED BY: Chair White

SECONDED BY: Committee Member Nerbun

AYES: White, Conaty, Benson, Johnson, Nerbun

DEEMED NO: Wirth, Liljegren, Luchins, McHenry, Hohn

Respectfully Submitted,

Beth Kong
Deputy Clerk

DIVISION 8. FESTIVALS COMMITTEE

Sec. 2-561. Creation.

The city shall have a committee known as the "City of Mequon Festivals Committee."

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-562. Purpose.

The committee shall create, plan, promote and coordinate special events within the city, including gatherings that bring together residents, community groups and businesses to promote neighborliness, civic spirit and a sense of community. The committee shall emphasize use of the city hall/town center civic plaza.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-563. Membership.

The committee shall consist of not fewer than seven and not more than 11 citizen members, as determined and nominated by the mayor. Owners and management of businesses located in the city who do not reside in the city are eligible to serve on the committee as citizen members.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-564. Chair and vice-chair.

The commission shall elect a chair and vice-chair from among its members in October of each year.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-565. Powers and duties.

- (a) The committee shall:
- (1) Identify, plan and promote community events with a goal of holding at least three events per year, including events in the Town Center.
 - (2) Advise and make recommendations to the common council on future and existing special events of community-wide celebration.
 - (3) Actively sponsor, coordinate, plan and work cooperatively with community-based organizations on special events of community-wide interest by promoting public celebration activities.
 - (4) Develop a financial plan to help underwrite the expense of such events.
 - (5) Recruit and maintain a volunteer base to help coordinate events.

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- (6) Create and maintain an event policies and procedures resource manual designed to help ensure safe and quality events.
- (b) The committee may recruit and appoint people other than committee members to the committee's subcommittees to assist the committee in fulfilling its duties.
- (Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-566. Deviation from general provisions.

- (a) Section 2-424(c) shall not apply to the committee. The appointment of the chair and vice chair shall expire at the October monthly meeting in the year following their election.
- (b) Section 2-427(a) shall not apply to the committee. Agendas shall be subject to section 2-427(c).
- (Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

ARTICLE IX. - BOARDS, COMMISSIONS AND COMMITTEES

DIVISION 1. - GENERAL PROVISIONS

• **Sec. 2-422. - Removal from committee.**

(a)
Unless prohibited by applicable law, a citizen member or alternate citizen member may be removed from office prior to the expiration of his or her term by a two-thirds vote of the common council. This provision shall not apply to the board of appeals.

(b)
Automatic removal based on absences.

(1)
Except as provided below, any citizen member of a committee who fails to attend at least 51 percent of the total of all meetings of the committee during any 12-consecutive month period shall be deemed to have resigned from the committee, and that member's office shall, automatically and without further action, be deemed to be vacant as of such date.

(2)
The city clerk or the city clerk's designee shall provide a written warning to a member who, by failing to attend a meeting, would be removed. The written notice shall be delivered prior to the meeting at which the member's absence would trigger the automatic removal provisions of paragraph (1). A member's failure to receive such notice shall not prevent the automatic removal.

(3)
This section (b) shall not apply to (i) aldermanic members, (ii) ex officio members or (iii) members of the board of appeals.

(c)
An officer of a committee is automatically removed from that office upon removal from the committee.
(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-425. - Quorum.

(a)
A quorum shall consist of at least 51 percent of the members, including any alternates serving in the stead of other members.

(b)
A quorum shall be required to transact business or to take any action on any agenda item on the meeting's agenda.
(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017; Ord. No. 2019-1554, § I, 12-10-2019)

Sec. 2-430. Electronic meeting attendance.

- (a) *Electronic meeting attendance authorized.* Except as may otherwise be provided in this article IX, electronic meeting attendance may be allowed for any committee consisting of citizen members in accordance with the provisions of this section.
- (b) *Citizen member qualifications for electronic attendance.*
 - (1) A citizen member of a committee is qualified to attend a meeting of that committee electronically only if the member is physically prevented from attending the meeting by reasons of personal illness or disability, employment-related commitments, attending to business on behalf of the committee, or a family or other emergency.
 - (2) A member of a committee can attend meetings electronically up to four times a year.
- (c) *Procedure for authorizing electronic attendance of a member of a committee.*
 - (1) *Notice to the city clerk.* The member must notify the City Clerk in writing at least 24 hours prior to the meeting in which the member desires to attend electronically unless advance notice is impractical due to family or other emergency. The notice shall be submitted in writing and shall identify the reason the member cannot be physically present at the meeting in accordance with section 2-430(c)2. If the member is unable to give the required written notice prior to the meeting, the member shall notify the clerk by other means prior to the meeting and shall submit the required written notice as soon as practicable.
- (d) *Determination of authorization of electronic attendance.* Upon receipt of the notice, the clerk shall promptly forward the notice to the chair of the committee and primary staff liaison. After establishing that a majority of the committee is physically present at the meeting at which a member has requested to attend electronically, the chair shall state that (i) a notice was received by a member of the committee in accordance with this policy, and (ii) the member will be deemed authorized to attend the meeting electronically unless a motion objecting to the member's electronic attendance is adopted by two-thirds of the members of the committee physically present at the meeting. If no such motion is adopted, then the request by the member to attend the meeting electronically shall be deemed approved by the committee and the chair shall declare the requesting member present. After such a declaration by the chair, the question of a member's electronic attendance may not be reconsidered. The following provisions shall supplement all other applicable rules and procedures identified in this article IX, and are applicable for any meeting of a committee at which a member has been authorized to attend electronically. In the event of a conflict between rules, the provisions below shall control.
 - (1) *Roll call and quorum.* A majority of the committee must be physically present at the meeting. Following the call of the roll, and at the conclusion of the procedures set forth in section 2-430(c), the chair shall identify each member who is attending the meeting electronically.
 - (2) *Identification and recognition of electronic attendees.* Members attending electronically must identify themselves each time the member wishes to speak and must be recognized by the chair prior to addressing the committee.
 - (3) *Public access to meeting.* The speech of a member attending electronically shall be amplified in such a manner that it is generally audible to citizen members of the committee and the public who are physically present at the meeting. Any video image of a member attending electronically shall be projected in such a manner that the member's video image is generally visible and audible to citizen members of the committee and the public who are physically present at the meeting. Votes of any member of the committee attending electronically shall be audible and expressly acknowledged by the chair.

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- (4) *Minutes.* The minutes of each meeting of a committee shall identify which citizen members of the committee attended electronically. The minutes shall also reflect the reason for a member's attendance electronically and the means by which the member attended the meeting.
- (e) *Effect of electronic attendance.* A member attending a meeting of a committee electronically shall be considered present at the meeting, count towards the quorum requirement established in section 2-425, and entitled to vote on any matter before the committee as if the member were physically present at the meeting.
- (f) *Closed session exclusion.* A member attending a meeting electronically shall not be able to continue to participate in the meeting when the committee moves into closed session.
- (g) *Emergency and disaster situations.* The restrictions of this policy can be waived by the City of Mequon in the event of a bona fide disaster, as determined by the city, county, state, or federal government.
- (h) Notwithstanding the above, city staff and consultants may be allowed to virtually attend any meeting of a committee with the approval of the city administrator or presiding officer.
- (Ord. No. 2019-1554, § II, 12-10-2019; Ord. No. 2023-1638, §§ II, IV, V, 2-14-2023)

Festivals 2025 Funds & Expenses

Carry-over from 2024	2,346
City Contribution	7,500
Starting Balance	9,846

Sponsors

Sommer's	5750
Richmond Investments	1000
M-T Comm. Foundation	400
Town Bank	3000
Kohler Credit Union	4800
Froedert & MCW	1000
M-T Sunrise Rotary	1600
Annex Wealth Mgmt	750
Concordia Univ.	750
Piggly Wiggly	
Hawkins Ash CPAs	3200
M-T Women's Club	750
PWSB	600
TOTAL FUNDS	23,600

Vendor Fees

TOTAL TOM	9217.99
TOTAL REDBUD	1563.94
Profit from Festival	2901.24

Balance 6600.24

Redbud Expenses

Area Rental- Stage	2417.56
Succulent Workshop	500
Photobooth	799
Make own bouquet	1344
Whole Yachta Love	2300
PortaJohn	855
Banners	239.22
Sound & Light	875
Dumpster	435
Face Painter	500
Map Artist	500
100 16 X 24 Maps	529
25 Poster Maps	315
Yard Signs	339.29
Totes	1043.78
Flyers	24.75
Tent	63.59
Framed Map(City Hall)	57.4
2nd framed map(SIP)	20.99
Foxtown	741
Batteries for walkie talk	15.19
Snacks for volunteers	77.48
FB ads	4.24
Employee Meals	300
Thank you cards	19.19
TOTAL EXPENSES	14315.68

T.O.M. Expenses

Stage Refund	
Lighthouse Stage	4000
Children's Stage/Hitops	1549.5
Hamster Roll	200
Caricature Artist	800
Etsy Art	129.65
Sainted Patrons	1200
Allison Mahal Trio	1500
Failure to Launch	4000
PortaJohn	1065
Kim Guibord (Sound & Light)	2175
Volunteer Recognition	450
Day of Supplies	132.75
Staff Thank you	142.19
Website Domain	12.16
Thank you cards	53.04
Dumpster	435
Go Riteway	748.72
Website- Wix	204
Electrician	
Balloon Artist	750
Electronic Sign	450
FB ads	43.17
Parking Passes	15.99
Face Painter	700
Vocado Refund	284.36
TOTAL EXPENSES	21041

WW Expenses

Go Riteway still due	71
Cookies	460
Art Craft	750
Tent, carpet, drape	1867.5
area Rental Credit	-1656.6
Carriage	800
Santa Brian	500
Cocoa	
Sound/Lighting	500
News Graphic/Save the Date	
Lamp Bows	
Marketing Flyers	
Wood	
Face Painter	0
Kerosene for Heaters	
Thank you cards	
DPW Thank you	
TOTAL EXPENSES	3292

SUMMARY:

Starting Balance	9,846
Sponsorships	23,600
Vendor Fees for 2025	10,782
Profit from beer/art	2,901
Total before Redbud	37,283
2025 Redbud Expenses	-14,316
Balance after Redbud	22,967
2025 TOM Expenses	-21,041
Balance after TOM	1,926
2025 WW Expenses	-3,292
Balance after WW	-1,366
Carryover to 2026	

Total Carry over + City

Flood Items to be reimbursed by insurance

Yard signs	463.54
Banners	340.87
Tents	574.93