



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

www.cityofmequonwi.gov

Office of the City Administrator

FESTIVALS COMMITTEE
Regular Meeting
Monday, January 19, 2026 - 6:30 PM
North Conference Room

Agenda

- 1) Call to Order and Roll Call**
- 2) Approval of Meeting Minutes**
 - a) Meeting minutes of November 17, 2025
- 3) Committee Chair Update**
- 4) Action Items**
 - a) Confirm 2026 Festival event dates
 - b) Approve headlining band for Taste of Mequon
- 5) Discussion Items**
 - a) Review sub-committee options and assign leads
 - b) Review starting budget, 2025 sponsor list and templates for letters/applications
- 6) Next Meeting Date and Time**
 - a) Review meeting calendar and determine voting versus non-voting dates
- 7) Adjourn**

DATED: January 19, 2026

/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.



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FESTIVALS COMMITTEE

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

Minutes

1) Call to Order and Roll Call

Chair Miranda White called the meeting to order at 6:31 p.m.

Present: Chair White, Vice Chair Conaty, Committee Member Johnson, Committee Member Liljegren, Committee Member Nerbun, Committee Member Wirth

Not Present: Committee Member Benson, Committee Member Hohn, Committee Member Luchins, Committee Member Mchenry

Also Present: Deputy Clerk (Interim Staff Liaison) Beth Kong

2) Approval of Meeting Minutes

a) Meeting minutes of October 27, 2025

MOTION:	Motion to approve the meeting minutes of October 27, 2025
MOVER:	Chair Miranda White
SECONDER:	Committee Member Vanessa Nerbun
AYES:	Chair Miranda White, Vice Chair Deanna Conaty, Committee Member Tracy Johnson, Committee Member Lisa Liljegren, Committee Member Vanessa Nerbun, Committee Member Janet Wirth
RESULT:	Approved by Voice Acclamation

3) Committee Chair Update

a) Festivals Committee Guidelines

Chair White shared the general rules that are set by City of Mequon ordinance for the Festivals Committee. The key points are that members can attend remote up to four times per year. They would need to inform City Clerk Caroline Fochs ahead of time to obtain a link to access remotely. She will also track how many times a member attends remotely. A physical quorum of members must still be present at the meeting for voting. Chair White also explained that there is an opportunity to create sub-committees to break up tasks and those sub-committees

would not be voting members but can be in charge of some event tasks. For example, community members that want to be involved but cannot attend the planning meetings.

The Committee can set its own guidelines for setting budget amounts and determine what needs approval or what invoices can be paid if they are within the set budget amounts.

4) Action Items for Winter Wonderland

a) Hot cocoa and hot cider invoice

Chair White had gotten estimates from Shully's for hot chocolate and hot cider with toppings; however, Mathnasium has agreed to provide the hot chocolate and cookies in return for having a booth at the Winter Wonderland Festival.

b) Update on picture frames for craft station

Member Janet Wirth provided an update on the two wooden frame designs she found for the festival along with a selection of foam stickers and other decorative items that would be purchased. She would purchase 100 of each frame design and planned to paint them white to prepare them for decorating. She asked for a copy of the logo to create a "mailing label" to attach to the back of the frames to indicate that they were made at Winter Wonderland 2025. Her estimate was that this would cost around \$500 which is under the \$750 amount allowed.

c) Update on map and event assignments

Chair White and Vice Chair Conaty were still working on the map. Member Nerbun will share the past Sign-Up Genius with the Committee members to create and share the reservations for pictures with Santa. A sandwich board will be used to create a sign to direct people to either side of the line based on whether or not they have a reservation for their photo. Member Nerbun will tend to the line and help keep the photo line moving. If the fire department does not attend due to weather, the candy canes purchased can then be handed out as motivation for people to move along after having their photos taken. Chair White noted that she will have to leave before Winter Wonderland is over but will be there early and on the day of setup.

d) Vendor List, Sponsor List, Outstanding Items

The current list of vendors includes Flips donuts, Tabal Chocolate and Ruby Tap. Vice Chair Conaty has confirmed that the two choirs will perform. The middle school choir will perform earlier followed by the Crossroads Church Choir to perform during the tree lighting. Chair White will reach out to the carriage ride vendor as they have not confirmed our reservation since initial contact back in January. The fourth grade girl scouts from Lumen Christi are interested in volunteering. A few scouts (with troop leader supervision) can assist at the craft table, at the line for the carriage rides and at the food drive barrels to collect food or direct people where the donation bins can be found.

The plan is to decorate on Friday, December 5, in advance of the event. Member Hohn will be the main contact for the decorating process and will confirm when decorating should be scheduled. Deputy Clerk Kong will reach out to Sam at the Isham Day House to confirm an access time for decorating inside. Member Wirth will loan her Christmas tree during the pictures with Santa and the large red mailbox will be pulled from storage. She also will provide printed "letters to Santa" for kids to use. Member Johnson asked about hiring a photographer or reaching out to a local high school student that could take pictures for social media. If the photographer cannot get paid, maybe they can be allowed an ad in Taste of Mequon or other

festivals materials. The list of sponsors was discussed and Deputy Clerk Kong will gather an updated list and share that with the Chair and Vice Chair on November 18.

5) Discussion Items

a) 2025 Festivals Budget

Currently, the Budget has a negative balance; however, the budget doesn't reflect if insurance reimburses for items lost in the flooding and if Mathnasium supplies hot chocolate and cookies. The budget was greatly impacted by some increased spending due to Redbud 2025 and higher costs for the bands and stage at Taste of Mequon. Items not yet purchased include fire for the firepits and kerosene for the heaters. The timing and costs for RedBud were discussed. The weekend in May 2026 before Mother's Day would fall on May 2. While some of the highlights of last year's event included the card-making station and the flower station, members of the Committee feel this third event was too much to plan. Perhaps another organization, such as the Rotary or Community Foundation, could take charge of an event in May instead of the Festivals Committee. Or maybe it could be more of an art and garden fair with plein air artists within the Library parking lot rather than closing down the entire street. The Committee also talked about re-visiting the Beer Garden idea as a way to generate funds for the festivals.

MOTION:	Motion to pause the third Festivals Event (Redbud) in 2026
MOVER:	Chair Miranda White
SECONDER:	Committee Member Vanessa Nerbun
AYES:	Chair Miranda White, Vice Chair Deanna Conaty, Committee Member Tracy Johnson, Committee Member Lisa Liljegren, Committee Member Vanessa Nerbun, Committee Member Janet Wirth
RESULT:	Approved by Voice Acclamation

6) Next Meeting Date and Time

The Committee will continue to plan meetings for the third Monday of the month. The next meeting will be planned for Monday, January 19, 2026, at 6:30 p.m.

7) Adjourn

MOTION:	Motion to adjourn at 7:22 p.m.
MOVER:	Committee Member Vanessa Nerbun
SECONDER:	Vice Chair Deanna Conaty
AYES:	Chair Miranda White, Vice Chair Deanna Conaty, Committee Member Tracy Johnson, Committee Member Lisa Liljegren, Committee Member Vanessa Nerbun, Committee Member Janet Wirth
RESULT:	Approved by Voice Acclamation

Respectfully submitted,
Deputy Clerk (Interim Staff Liaison) Beth Kong

Mequon Festivals Sub-Committees
 Members Assigned
 Updated: January 19, 2026

SUB-COMMITTEE	MEMBERS ASSIGNED
VENDOR PARTICIPATION COMMITTEE	<ul style="list-style-type: none"> • 1 • 2 • 3
ENTERTAINMENT AND ACTIVITIES COMMITTEE	<ul style="list-style-type: none"> • (Music Main Stage/Children’s Area) • (Music Main Stage) • (Music Main Stage) • (Children’s Area) • (Children’s Area)
MARKETING & PROMOTION COMMITTEE	<ul style="list-style-type: none"> • (Festival Website) • (Facebook & other social media) • News Graphic / other flyers, ads or promo opportunities
UNDERWRITING AND SPONSORSHIP COMMITTEE	<ul style="list-style-type: none"> • 1 • 2 • 3
VOLUNTEER COMMITTEE	<ul style="list-style-type: none"> • 1 • 2 • 3
PUBLIC HEALTH / PUBLIC SAFETY / FACILITIES MANAGEMENT COMMITTEES	<ul style="list-style-type: none"> • 1 • 2 • 3
COMMUNITY RELATIONS COMMITTEE	<ul style="list-style-type: none"> • 1 • 2 • 3

Descriptions below from the Festivals Committee Event Management Plan and Resource Manual dated 2019

4.1. Vendor Participation Committee

This committee is responsible for communicating with all vendors prior, during and after completion of the event.

Responsibilities:

- Recruit food vendors and provide vendors with appropriate event package.
- Maintain a list of vendor guidelines and regulations.
- Assist with load in/load out schedules of vendors.
- Send “Save the Date” to all participants.
- Notify all participants of the availability of the event application.
- Ensure all necessary forms and fees are paid by due date.
- Secure menus from food vendors.
- Ensure all confirmation letters with important event information are sent prior to the event.
- Ensure all vendor licenses are acquired as appropriate: liquor, food.
- Send thank you cards are sent to participants after an event.

4.2. Entertainment and Activities Committee

This committee is responsible for seeking live performances and coordinating activities for the event.

Responsibilities:

- Seek and recommend bands to perform at events(s).
- Seek and recommend performers for the children’s area.
- Recommend activities for the children’s area.
- Coordinate contracts with each entertainer and ensure all contracts are signed by all parties.
- Communicates with community organization(s) partnering with the event(s). (e.g. color run)

4.3. Marketing and Promotion Committee (print and media)

This committee is responsible for the design of all materials: signage, posters, and event schedule.

Responsibilities:

- Research all promotional opportunities and create promotion schedule.
- Develop and maintain a comprehensive media contact list.
- Contract resources for graphic design of all artwork related to the event.
- Oversee layout and printing of all materials.
- Assist with design of signage, including sponsor recognition.
- Develop vendor location map.

- Oversee layout and content of event website.
- Send press releases to local media to “Save the Date”.
- Contact media for feature stories, interviews and photo opportunities.
- Oversee placement of all printed material.
- Secure a photographer(s) for the event.
- Coordinate post-event thank you letter to the editor.

4.4. Underwriting and Sponsorship Committee

This committee oversees the solicitation of individual and business sponsors. The committee ensures sponsors receive all benefits as outlined in sponsor package and recognition for their financial contributions prior to, during and after the event.

Responsibilities:

- Maintain a comprehensive list of current and potential sponsors.
- Develop a sponsorship package consistent with the committee’s budget goals.
- Solicit individuals and businesses to establish sponsorship relationships.
- Ensure sponsors are publicly acknowledged where relevant, including at the event and in promotional materials.
- Ensure thank you letters are written to all financial supporters.

4.5. Public Health Committee

This committee will act as a liaison to the city’s building maintenance and other city departments as needed to address public health safety concerns prior to the start of an event.

Responsibilities:

- Ensure all proper food licenses are obtained.
- Ensure water is available either free or at a nominal charge at the event.
- Review the venue to be sure there is shelter and shaded areas available wherever patrons or staff and volunteers may be located for an extended period of time.
- Assist with waste management to ensure bins are available at the event and rubbish is appropriately removed.
- Monitor the level of noise produced from music amplifiers, refrigerators, generators and the crowd in order to minimize disruption to local residents and businesses.

4.6. Public Safety Committee

This committee will act as a liaison to the city’s police department, fire department, and other city departments as needed to address public safety concerns prior to the start of an event.

Responsibilities:

- Develop a festival transportation plan that includes a parking and shuttle bus strategy, traffic flow, road closure considerations, adequate entry and exit points, and detours.
- Maintain event Emergency Action Plan.
- Ensure all safety concerns are addressed prior to the event.
- As appropriate, research additional site parking lot availability.
- Ensure there are enough police reserves to assist with the event.
- Inform the Village of Thiensville's Chief of Police of road closures.
- Contact the City's Chief of Police to arrange for a police officer to patrol the event, as appropriate.
- Coordinate placement of no parking signs on Cedarburg Road prior to the start of the event.
 - Notify Captain of the Police Reserve of the upcoming event(s).
 - Contact the City's Fire Chief to make arrangements for an ambulance to be on standby, as appropriate.
 - Organize temporary road signage.
 - During the event, ensure all exits and entry points are kept clear of obstructions and clearly marked.
 - Arrange to have an electrical inspection completed by the Mequon Fire Department on the day of the event.
 - Ensure there is adequate lighting for the event.
 - Coordinate use of concrete road blocks.

4.7. Site & Facilities Management Committee

This committee coordinates and oversees the set-up, production and clean-up of the event.

Responsibilities:

- Secure use of Homestead High School parking lot.
- Secure shuttle service for day of event.
- Secure electronic traffic signs for day of event.
- Prepare a site plan map identifying vendor spaces.
- Maintain a check list of preparations leading up to the event and following the event.
- Order the necessary washroom facilities and hand washing units and ensure delivery, pickup, placement and cleaning during the event.
- Order dumpster and ensure there are enough garbage receptacles and recycle bins available on site.
- Order stage, and tent for bands.
- Order sound and lighting for bands.
- Oversee vendor staging, marks roadway for each vendor prior to event.
- Order, deliver and return lights needed for the event.
- Ensure the event venue is cleaned up and road open to traffic in a timely manner.

- Attend to any maintenance issues at the event.
- Oversee the electrical needs for the event(s).

4.8. Volunteer Committee

This committee recruits volunteers and oversees the volunteer needs for the event.

Responsibilities:

- Maintain a volunteer list including, names, addresses, phone numbers and times available for volunteering.
- Maintain a list of volunteer tasks.
- Coordinate volunteer schedule for the day of the event.
- Ensure volunteers receive proper recognition and thanks for their hard work and efforts.
- As needed, make arrangement for volunteer refreshments
- Oversee setup of volunteer break area

4.9. Community Relations Committee

This committee will communicate with residents, local businesses, and the community at large with regard to road closure and other event information as needed.

Responsibilities:

- Maintain a contact list of businesses and residential neighbors that may be affected by the event.
- Send out a letter providing details about the upcoming event to surrounding residential neighbors and businesses. Include all applicable information: date, time, location; road closure, detour information and event flier.

Vendor	Participated in 2024	Participated in 2023	Liquor License	2025	Total \$
Artist/Craftsman Vendors					
A to Z Apothecary LLC	No	No		Yes	#
AC Soaps				Yes	#
As the Paw Turns	Yes	No		Yes	#
Benford Guitars	No	No		Yes	#
Blinge				Yes	#
Butterfly Kisses				Yes	#
Created by Kimberly (Sew Weird)	Yes	Yes		Yes	#
Danielle's Designs	Yes			Yes	#
Dog Gone Great LLC	Yes	Yes		Yes	#
Elegant Henna Tattoo	Yes	No		Yes	#
Kinsley's Krafts				Yes	#
Lake Country Growers	Yes			Yes	#
Shannon's Shop				Yes	#
The Prpl Swan	Yes	Yes		Yes	#
Tobin Jewelers	Yes	Yes		Yes	#
Total Artist/Craftsman Vendors	13	13		15	
Non-Food Beverage Vendors					
Cricket Academy		Yes		Yes	#
E2 Home Solutions				Yes	#
Fred Astaire Dance Studio	Yes			Yes	#
Hey Licorice Dude	Yes			Yes	#
Let's Celebrate	Yes	Yes		Yes	#
Kohler Credit Union (Sponsor)	Yes			Yes	

Mequon Community Foundation (Sponsor)	Yes	Yes		Yes	
Mequon Thiensville Chamber of Commerce	Yes	Yes		Yes	#
M-T Rotary Club				Yes	#
Mequon Thiensville Historical Society	Yes	Yes		Yes	
Christ Alone Evangelical Lutheran Church	Yes	Yes		Yes	#
BE Martial Arts, LLC	Yes	Yes		Yes	#
ReFresh Aesthetic Center				Yes	#
Restore Spine & Wellness				Yes	#
Sovereign Select Insurance Solutions	Yes			Yes	#
StretchLab	Yes			Yes	#
Winkie's	Yes	Yes		Yes	#
Mathnasium of Mequon	Yes	Yes		Yes	#
Total Non-Food/Beverage Vendors	15	15		18	
Food Beverage Vendors					
Appe Thai	Yes	Yes		Yes	#
Auntie A's Sweets & Treats				Yes	#
Café Hollander*	Yes		Yes	Yes	#
Frankies Food Truck (Caribbean & BBQ)	Yes	Yes		Yes	#

Fusion Café				Yes	#
glaze, LLC	Yes	Yes		Yes	#
Hot Box Pizza MKE				Yes	
Immy's African Cuisine	Yes	Canceled		Yes	#
Julie's Blue Ribbon Cookies	Yes			Yes	#
Kha Sushi Land*	Yes	Yes		Yes	#
La Empanada				Yes	#
Marco Pollo				Yes	#
On the Block Burgers*	Yes			Yes	#
Outpost*				Yes	#
S & T Cuisine	Yes			Yes	#
Schmit's Corn*	Yes			Yes	#
Sendik's*	Yes	Yes		Yes	#
SIP MKE*	Yes	Yes	Yes	Yes	#
Strolling Donuts	Yes	Yes		Yes	#
Sunrise Acai Bowls	Yes	No		Yes	#
That Taco Guy	Yes	Yes		Yes	#
The Nutman Company USA, Inc.	Yes	Yes		Yes	#

The Ruby Tap*	Yes	Yes	Yes	Yes	#
The Smokin' C's BBQ	Yes	No		Yes	#
Thiensville-Mequon Lion's Club*	Yes	Yes	Yes	Yes	#
Tropical Twist*				Yes	#
Vocado MKE				Yes	#
Weathers Juice Lab (Ice Tea Spot)	Yes	No		Yes	#
Wisconsin Fried Cheese Curds	Yes			Yes	#
Total Food/Beverage Vendors	33	27	4	29	#



**Saturday, September 12, 2026
11:00 AM – 8:00 PM**

FOOD/BEVERAGE VENDOR APPLICATION
Application Deadline: August 3, 2026

VENDOR INFORMATION

Name of Vendor/Business: _____

Name of Contact Person: _____

Phone # of Contact Person: _____

Address: _____

City/State/Zip: _____

Food Trucks: What window do you use to provide service? _____

(Required)
E-Mail: _____

DRAFT

(Required)
Name of Emergency Contact Person: _____

(Required)
Phone # Emergency Contact Person: _____

VENDOR SPACE FEE AND SPACE REQUIREMENT (✓ appropriate space size)

Space Size	Before June 26	Check Appropriate Box (✓)	After June 26	Check Appropriate Box (✓)
10 x 10	\$150		\$200	
10 x 20	\$250		\$300	
Food Truck	\$250		\$300	

Total Due \$ _____

Total Due \$ _____

The vendor space fee is non-refundable. Please make checks payable to: City of Mequon

➔ • All vendors must be setup by 10:30 AM.

If bringing a food truck/trailer, please provide the size: _____

ITEMS YOU WILL BE SELLING

List pre-packaged items:

Item(s) for Sale	✓
Food	
Wine	
Beer	

EVENT LICENSES

Temporary Restaurant License/Mobile Restaurant License (Food Trucks)

In order to participate, a current *Temporary Restaurant License* is required. For information on obtaining a temporary restaurant license, contact the Washington Ozaukee Public Health Department at:

Washington County Office
 333 E. Washington Street, Suite 1100
 West Bend, WI 53095
 (262) 335-4462

DRAFT

Washington or Ozaukee Counties Only

For vendors not traveling outside of Washington or Ozaukee Counties, contact the Washington Ozaukee County Public Health Department for a Temporary Food License.

Contact:

Mark Carlson R.E.H.S.
 Environmental Health Specialist

Washington Ozaukee Public Health Department
 121 Main Street Room 246
 Port Washington, WI 53074
 262.284.8170
 Email: Info@washozwi.gov
 Website: washozwi.gov

Vendors selling pre-packaged items to take home (such as jams, honey, baked goods, sauces, cheese) must provide proof of exemption for sale of pre-packaged non-potentially hazardous foods.

Liquor License/Bartender License

For information about obtaining a liquor and bartender license, please contact Mequon City Hall, City Clerk's office (262) 236-2914. **Deadline to apply for a liquor license/ bartender license is Wednesday, August 12, 2026.**

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

ELECTRICAL OUTLETS REQUIRED: (✓ required number of outlets)

In an effort to best accommodate the needs of all our food vendors it would be helpful for you to indicate the number of outlets necessary to run your operation. All non-food truck outlets are 20 amps.

A maximum of three outlets will be available per vendor. Please select (✓) the number of outlets you will require below.

1 outlet	
2 outlets	
3 outlets	

Electricity is not available for food trucks in certain areas of the festival grounds. The use of generators is discouraged, a limited number of 30 and 50 amp plugs are available, please provide what amp plug your food truck requires here: _____

FIRE SAFETY INSPECTION

The Southern Ozaukee Fire Department will be inspecting all food vendors that are engaged in cooking operations. All vendors must pass a pre or day of Fire Safety Inspection to participate.

Mobile food preparation facilities such as "Food Trucks or Trailers" must contact Deputy Chief Nick Boehlke for pre-event inspection to prevent any day of event issues or answer any questions in advance.

Tent cooking operation (not vehicle based) may also contact Deputy Chief Boehlke in advance of the event to discuss any operations and ensure pre-determined compliance with equipment, clearances and fire suppression requirements or equipment.

Deputy Chief Nick Boehlke
nboehlke@cityofmequonwi.gov
 Phone: 262-242-8781

COOKING EQUIPMENT

Indicate # of LP gas tanks you will use. _____

Will you be using a charcoal grill? Yes ____ No ____

APPLICATION CHECKLIST

Please review the list below to ensure you have all the required information before submitting the application. (✓)

- _____ Completed application
- _____ Check for space fee (payable to City of Mequon)
- _____ Certificate of Insurance
- _____ Completed S-240 Wisconsin Temporary Event Operator and Seller Information
- _____ Completed Release and Hold Harmless for Vendor Form
- _____ Copy of Temporary Restaurant License/Mobile Restaurant License (Food Truck)
- _____ A list of menu items

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

SEND COMPLETED APPLICATION AND FORMS TO:

Mequon City Hall
Attn: Beth Kong, Executive Assistant
11333 N. Cedarburg Road
Mequon, WI 53092
Phone/Fax: 262-236-2941
E-Mail: bkong@cityofmequonwi.gov

Questions? Please call [Beth Kong](tel:262-236-2941), Mequon City Hall (262) 236-2941.

The undersigned applicant agrees:

- 1) To adhere to the **Taste of Mequon** guidelines as provided in the food/beverage vendor information.
- 2) To agree to bear all risk and expense for any loss, theft or damage to my personal property or injury to my person, regardless of cause.
- 3) I agree to be photographed and taped for promotional purposes.

I have read and agree to the **Taste of Mequon** event terms and conditions.

Signature: _____ Date: _____

DRAFT

For Office Use Only:

Date Application Received: _____ Date Vendor Space Fee Paid: _____

Date Release and Hold Harmless For Vendor-Participants Form Received: _____

Date Certificate of Insurance Received: _____ Date Form S-240 Received: _____

Date Copy of Temporary Restaurant License Received: _____

Emergency Information Recorded: _____

Approved: January 19, 2026



January 2026

PAST Sponsor Name
Address
City, State Zip Code

Dear Taste of Mequon Sponsor;

We first want to express our gratitude for your help in making last year's events so successful. We brought the community together at RedBud Festival in May, Taste of Mequon in September and Winter Wonderland in December. These free events are not possible without your sponsorship!

As you may know, Beth Kong was named the new Executive Assistant – Communications for the City of Mequon on December 1, 2026. She fills the role formerly held by Carrie Enea, who left the City for a new role in September 2025. While Beth may be a new face for Festivals, she has been with the City of Mequon since June 2024 and looks forward to working with the Festivals Committee and our wonderful partners like you to make this year's events unforgettable.

We invite you to join us once again as a proud partner of the Mequon Festivals in 2026. This year celebrates 14 years for both Taste of Mequon and Winter Wonderland. Taste of Mequon is a tremendous opportunity to build a greater sense of community among residents and business owners. It really "sets the stage" for us to highlight why Mequon is rated as one of the best cities in Wisconsin to live, work and play.

Taste of Mequon is scheduled for Saturday, September 12, 2026 from Noon – 8:00 P.M. As a sponsor, you will receive recognition in a variety of ways which are outlined on the following materials. The community response is overwhelmingly positive and attendance has grown significantly each year.

Being a Festivals Sponsor is a great opportunity to provide your business with valuable exposure while also demonstrating that you are passionate about the community of Mequon. We encourage you to visit our website at <https://www.mequonfestivals.org> for additional photos and to see where we will be posting this year's festival information.

Very truly yours,

Miranda White
Chair, Festivals Committee

Deanna Conaty
Vice Chair, Festivals Committee

City of Mequon

11333 N. Cedarburg Road

Mequon, WI 53092



January 2026

POTENTIAL/NEW Sponsor
Address
City, State Zip Code

Dear NAME;

We invite you to join us as a proud partner of the Taste of Mequon Festival in 2026. Last year, the Mequon Festivals Committee brought the community together at RedBud Festival in May, Taste of Mequon in September and Winter Wonderland in December. These free events are not possible without the support and sponsorship of people like you!

This year celebrates 14 years for both Taste of Mequon and Winter Wonderland. Taste of Mequon is a tremendous opportunity to build a greater sense of community among residents and business owners. It really “sets the stage” for us to highlight why Mequon is rated as one of the best cities in Wisconsin to live, work and play.

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Very truly yours,

Miranda White
Chair, Festivals Committee

Deanna Conaty
Vice Chair, Festivals Committee

City of Mequon 11333 N. Cedarburg Road Mequon, WI 5309

Company Name	Email	First Name	Last Name	Company Phone	Mailing Address 1	City	State	Zip
Annex Wealth Management		Dave	Spano	(262) 236-9400	12200 Corporate Parkway	Mequon	WI	53092
Boucher Village Ford of Thiensville		Anthony	Garbo		121 N. Main Street	Thiensville	WI	53092
Cedarhurst of Mequon- letter was returned?	jrandsell@cedarhurstliving.com	Janet	Ransdell		10803 N. Port Washington Rd.	Mequon	WI	53092
Charter Manufacturing Company, Inc.		Joel	Casterton	(262) 243-4700	12121 Corporate Parkway	Mequon	WI	53092
Concord Development Company		Andrew	Petzold	(262) 241-9910	10580 N. Port Washington Rd.	Mequon	WI	53092
Concordia University Wisconsin		Lisa	Liljegen	(262) 243-4337	12800 N. Lake Shore Dr.	Mequon	WI	53097
Crux		Rickey	Shneyder		5403 W. River Trail Rd.	Mequon	WI	53092
Elite Sports Club Mequon		Pam	Koch		11616 N. Port Washington Rd.	Mequon	WI	53092
Brush and Blooms	Formerly Frenz- In Kind Donation?	Jessie		(262) 242-1060	505 N. Main St.	Thiensville	WI	53092
Fromm Family Foods	Jim Glassford <jim.glassford@frommfamily.com>	Jim	Glassford	(262) 242-2200 ext 248	13145 Green Bay Rd.	Mequon	WI	53097
Gathering on the Green		Melissa	Sneyder	(262) 358-1037	P.O. Box 524	Mequon	WI	53092
Gentian Financial Inc.	Jennifer Podolak <Jennifer.Podolak@RaymondJames.com>	Jenny	Podolak	(262) 337-2525	12740 N. River Rd.	Mequon	WI	53092
Hayes Performance Systems		Phil	Malliet	(262) 238-4307	5800 W. Donges Bay Rd.	Mequon	WI	53092
Johnson Financial Group	amcilwraith@johnsonfinancialgroup.com	Al	McIlwraith	(262) 287-0608	1555 W. Mequon Road	Mequon	WI	53092
Junior Women's Club M-T		Laura	Leske		P.O. Box 123	Thiensville	WI	53092
Lakeside Development Company	taz@lakesidedevelopment.com	Thomas	Zabjek	(262) 241-2300	10033 N. Port Washington Rd. Ste. 300	Mequon	WI	53092
Lumia Mequon	tanya@lumiamequon.com	Tanya	Haswell	262-988-8800	11900 N. Port Washington Rd.	Mequon	WI	53092
Mequon Community Foundation		Lori	Lorenz		P.O. Box 52	Mequon	WI	53092
Newcastle Place	debra.hansher@lifespacecommunities.com	Debra	Hansher	262-387-8800	12600 N. Port Washington Rd.	Mequon	WI	53092
Port Washington State Bank	Declined for this year	Betsy	Sauer	(262) 268-7915	206 N. Franklin Street	Port Washington	WI	53074
RBC Wealth Management		Paul	Westphal		10528 N. Port Washington Rd.	Mequon	WI	53092
Richmond Investment Services LLC	<a href="mailto:Richmond,Andrea<andrea.richmond@rpl.com>">Richmond, Andrea <andrea.richmond@rpl.com>	Andrea	Richmond	(262) 242-4200	7702 W. Mequon Road, Suite 100	Mequon	WI	53092
Shaffer Development	Cindy Shaffer <cindy@shafferdevelopment.com>	Cindy	Shaffer	(262) 241-4700	6330 W. Spur Rd.	Mequon	WI	53092
Sommer's Automotive (Email)	gs@sommersautomotive.com	Grant	Sommer	(262) 242-0100	7211 W. Mequon Rd.	Mequon	WI	53092
Spectrum Investment Advisors		James	Marshall	(262) 238-4010	6329 W. Mequon Road	Mequon	WI	53092
State Farm	<a href="mailto:Megan.Borland<megan.borland.r6ri@statefarm.com>">Megan Borland <megan.borland.r6ri@statefarm.com>	Megan	Borland		153 N. Main Street	Thiensville	WI	53092
StretchLab		Jennifer	Kade		11002 N. Port Washington Rd.	Mequon	WI	53092
Super Steel	stephan.achs@supersteel.com	Stephan	Achs	414-362-2104	10910 N. Industrial Drive	Mequon	WI	53092
The Feed Bag Pet Supply Company, LLC		Mark	Haslam	(262) 241-7061	10900 N. Port Washington Rd.	Mequon	WI	53092
Vertz Marketing	timv@vertzmarketing.com	Tim	Vertz	(414) 379-1677	10505 N. Port Washington Rd.	Mequon	WI	53092
TOTAL								
Hawkinis Ash CPAs	hpett@ha.cpa	Holly	Pett		11501 N. Port Washington Rd.	Mequon	WI	53092
Froedert & MCW		Melissa	Kerhin	Applied on-line 1/19/23				
Piggly Wiggly	rolsen@shopthepig.com	Ryan	Olsen		6111 W. Mequon Rd.	Mequon	WI	53092
Kohler Credit Union		Kirsten	Coenen	Comm. Dev. Mgr	5727 Superior Ave.	Sheboygan	WI	53083
Sendik's		Joe	Wood	Chief Marketing Officer	7225 West Marcia Road	Milwaukee	WI	53223
TOTAL								
Aurora Advocate Health				Applied on-line 1/19/23				

**TASTE OF MEQUON
WORK PLAN
2026**

NINE MONTHS BEFORE (January 12, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Arrange for bands	Committee Member		
Finalize Application Materials	Festivals Committee		
Send Sponsorship Letters	Staff Liaison		

SIX MONTHS BEFORE (March 12, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Order Tent & Stage	Staff Liaison		
Order Inflatables	Staff Liaison		
Ensure band contracts are received and signed	Committee Member/Staff Liaison		
Order sound system	Staff Liaison		
Arrange for shuttle	Staff Liaison		
Arrange for use of Homestead parking lot	Staff Liaison to email Kyle Thompson: kthompson@mtsd.k12.wi.us		

FOUR MONTHS BEFORE (April 12, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Order (3) tower lights Lincoln Contractor	City Staff		
Arrange for ATM machine	Staff Liaison		
Fire Truck/Sparky the Mascot	SOFD		
Ambulance on site	SOFD		
Arrange for EMT cart	SOFD		
Schedule police officers	PD		
Arrange for photographer	Staff Liaison		
Order port-a-johns	Staff Liaison		
Order 2 Dumpsters	Staff Liaison		
Arrange Children's Stage Performers	Staff Liaison		

Arrange Craft Area Activity	Staff Liaison		
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THREE MONTHS BEFORE (July 12, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Finalize Promotional Material	Committee Member		

SIX WEEKS BEFORE (July 31, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Hang Posters	Festivals Committee		

ONE MONTH BEFORE (August 12, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Send letters to businesses and residents, village, chamber of road closure	Staff Liaison		
Arrange for checks to be processed for all entertainers and contracted services	Staff Liaison		
Confirm number of police reserves available	Staff Liaison		
Confirm city staff's schedule	Staff Liaison		
Confirm venue equipment	Staff Liaison		
Event Schedule	Staff Liaison		
Arrange for Handheld Radios	Staff Liaison		

THREE WEEKS BEFORE (August 21, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Finalize site map	Staff Liaison/Committee Chair		

TWO WEEKS BEFORE (August 28, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Meet with Police, Fire, & DPW to review site map	Staff Liaison		

Communicate with restaurants day of event information	Staff Liaison		
Communicate with artists day of event information	Staff Liaison		
Parking passes	Staff Liaison		
Arrange for petty cash for volunteer meals	Staff Liaison		

TWO WEEKS BEFORE DPW WORK PLAN

Action Requested	Responsible	Date Completed	Date Confirmed
Hang banners – city park <ul style="list-style-type: none"> • East Side Fire Station • River Barn Park • Rotary Park • City Hall No more than two weeks prior, remove within two days of event.	Parks		
Call Digger’s hotline to mark area around tent.	Highway Department - Rich		

WEEK OF EVENT (Week of September 7, 2026) LABOR DAY September 7!

Action Requested	Responsible	Date Completed	Date Confirmed
Hang banners – city park <ul style="list-style-type: none"> • Rotary Park • East Side Fire Station • In front of City Hall Remove within two days of event.	DPW		
Hang Banners at Culver’s & Chase Bank	Festivals Committee		
Call Digger’s hot to mark area around tent.	Public Works Department		
Toilet paper for port-a-johns	Maintenance Department		
Coffee cups for break room	Maintenance Department		
Mark spaces on festival grounds	Maintenance Department		
Have available street barricades and cones	Police Reserves		
Arrange for pickup of concrete barricades- Thiensville	Maintenance Department/DPW		

Coordinate with 3 rd shift Police to place no parking signs on Cedarburg Road early morning on Saturday	PD		
Place fencing around Rennie Field for fireworks	Highway		
Action Requested	Responsible	Date Completed	Date Confirmed
Make sure checks are available for entertainers	Staff Liaison		
Day of event emergency contact information/binders	Staff Liaison		

TWO DAYS BEFORE (Thursday, September 10, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Retrieve water hose and make available	Maintenance Department		
Place cones at dumpster location	Maintenance Department		
Mark vendor space numbers on Cedarburg Road and Library Parking Lot	Building Maintenance		

DAY BEFORE (Friday, September 11, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Detour signs	DPW		
Coordinate Delivery of port-a-johns	Maintenance Department		
Lights for inside of port-a-johns	Maintenance Department		
Make available 2 x 4 (five) tables and enough chairs for check in booth & tables for Art tent	Maintenance Department		
Need tie downs and clips for committee tent banner	Maintenance Department		
Place turtles for power	Maintenance Department		
Action Requested	Responsible	Date Completed	Date Confirmed
Bathrooms pool house stocked with toilet paper	Maintenance Department		
Hang Parking Handicapped Signs	Maintenance Department		

Coordinate delivery of dumpster	Maintenance Department		
Coordinate delivery of port-a-johns	Maintenance Department		
Assist with setting up check in tents morning of setup and taking down evening of event	Maintenance Department/Parks Department		
*If weather permits the day before the event hang banners at festival grounds and Homestead High School parking lot	Festivals Committee		
Deliver Approx. 30 picnic tables	Parks Department		
Garbage receptacles and liners	Parks/Maintenance Departments		
Ensure Police Reserves will place no parking signs on Cedarburg Road before 4:00 or 5:00 AM	Police		
Pull out all festival grounds signs from storage and get ready for next day	Staff Liaison/Maintenance Department		
Make available emergency megaphone	Staff Liaison		
Mount festival map for check-in booth	Building Maintenance		
Make available weights for festival tents	Building Maintenance		
Make available 2 x 4 (seven) tables and enough chairs for check in booth(1), art tent(4), balloon artist tent(1), face painting tent(1) and caricature tent(3 chairs)	Building Maintenance		
Place generator	Building Maintenance		
Ensure barricade flashers are in place	Tim Weyker		
Deliver Approx. 30 picnic tables	Parks Department		
Garbage receptacles and liners	Parks/ Building Maintenance		

DAY OF EVENT (Saturday, September 12, 2026)

Action Requested	Responsible	Date Completed	Date Confirmed
Assist with stage set-up at 5am, Assist with setting up check-in tents in the morning, take down in the evening	Building Maintenance		
11:00 a.m. message boards programmed to turn on at	City Staff/Maintenance Department		

Action Requested	Responsible	Date Completed	Date Confirmed
Mequon Road East & West Side of Eastgate			
9:00 p.m. message boards programmed to turn off at Mequon Road East & West Side of Eastgate	City Staff/Maintenance Department		
Assist with vendor electricity	Maintenance Department		
Stock port-a-johns and pool house bathrooms with toilet paper	Maintenance Department/Parks Department		
Garbage pickup throughout the day	Maintenance/Park Departments		
Event break room refreshments	Festivals Committee		
Place event signs-Sponsor sign by stage & Taste of Mequon in median by entrance	Maintenance Department		
Place approximately 30 picnic tables on Cedarburg Rd.	Parks Department		
No parking signs on both sides of the road-Buntrock to RR tracks	Police Reserves		

AFTER EVENT

Action Requested	Responsible	Date Completed	Date Confirmed
Take down event banners at city parks	Parks Department		
Send thank you notes to event participants	Staff Liaison		
Return event supplies to storage	Staff Liaison		
Remove no parking signs	Police		
Check to see (2) message boards were picked up by Barricade Flashers	Maintenance Department		