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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 White 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 White 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