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Office of the City Administrator

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

Minutes

1) Call to Order and Roll Call

The meeting was called to order by Chair White at 6:33 p.m.

Present: Chair White, Vice Chair Conaty, Member Hohn, Member Liljegren, Member Nerbun, Member Wirth

Not Present: Member Benson, Member Johnson and Member McHenry. Member Luchins stepped down from the Committee as of March 25, 2026.

Also present: Executive Assistant Kong and interested public.

2) Approval of Meeting Minutes

- a) Meeting minutes of February 16, 2026

MOTION:	Motion to approve the meeting minutes.
MOVER:	Chair White
SECONDER:	Vice Chair Conaty
AYES:	Chair White, Vice Chair Conaty, Member Hohn, Member Liljegren, Member Nerbun, Member Wirth
RESULT:	Approved by Voice Acclamation

3) Committee Chair Update

Chair White has been in contact with a person that can assist in planning a 5K race for Mequon that could end at the Taste of Mequon grounds. She had reached out to City staff to determine what issues or concerns would need to be considered for planning a race. The main concerns were surrounding the route (avoiding major roadways) and staffing with volunteers along the route. The Committee agreed with the idea and asked Chair White to continue pursuing the option and getting more information.

4) Action Items

- a) Review current sponsors (PWSB, Kohler CU, Hawkins Ash, Sendiks, Jr Womens, Annex) and receive any updates from Committee Members on outreach

The Committee reviewed the current list of paid and committed sponsorship so far. Member Nerbun was reaching out to Sommer's Subaru and would provide additional information at the next meeting. They would like to sponsor and would display 2-3 cars in front of City Hall during Taste of Mequon. Member Hohn would reach out to the MT Rotary Club as they usually have a tent and sometimes sell beer/wine.

- b) Review current vendors that have applied for Taste of Mequon (AtoZ Apothecary, Kinsley's Krafts, PRPL Swan, FredAstaire, Christ Alone, Mathnasium, S&T Cuisine Food Truck, That Taco Guy, WI Fried Cheese Curds, The Nutman, Cafe Hollander).

The Committee approves all of the vendors listed that have applied and paid so far as they were all past vendors. They reviewed the information for a new vendor, Schnee Cones, and would approve that vendor once they submit payment. Ice Tea Spot was also approved but they have not yet submitted payment.

- c) Review current budget and allocate for Main Stage, Children's Stage, PortaJohn, Sound & Lighting, Dumpster, Bus / Transportation, Balloon Twister, Face Painter, any additional activity options.

The list of estimates based on 2025 expenses were reviewed. The Committee asked for a new estimate with a smaller stage (based on 2024 not 2025) and possibly a platform versus a full stage for the Children's Area. Member Wirth provided updates on the estimates she found for several children's activities.

MOTION:	Motion to approve face painting with Poison Apple for \$500
MOVER:	Chair White
SECONDER:	Vice Chair Conaty
AYES:	Chair White, Vice Chair Conaty, Member Hohn, Member Liljegren, Member Nerbun, Member Wirth
RESULT:	Approved by Voice Acclamation

MOTION:	Motion to contract with Bingo the Clown again for 2026 for \$500
MOVER:	Chair Miranda White
SECONDER:	Vice Chair Deanna Conaty
AYES:	Chair White, Vice Chair Conaty, Member Jne Hohn, Member Liljegren, Member Nerbun, Member Wirth
RESULT:	Approved by Voice Acclamation

MOTION:	Motion to hire a caricature artist within a budget of \$800
MOVER:	Chair White
SECONDER:	Committee Jenne Hohn
AYES:	Chair White, Vice Chair Conaty, Member Hohn, Member Liljegren, Member Nerbun, Committee Member Wirth
RESULT:	Approved by Voice Acclamation

MOTION:	Motion to approve Nick's Kid Show for \$450
MOVER:	Chair White
SECONDER:	Member Hohn
AYES:	Chair White, Vice Chair Conaty, Member Hohn, Member Liljegren, Member Nerbun, Member Wirth
RESULT:	Approved by Voice Acclamation

MOTION:	Motion to allot \$400 toward new signage and \$100 toward poster/flyers
MOVER:	Chair White
SECONDER:	Vice Chair Conaty
AYES:	Chair White, Vice Chair Conaty, Member Hohn, Member Liljegren, Member Nerbun, Member Wirth
RESULT:	Approved by Voice Acclamation

d) Approve date and budget for second event for Summer 2026

Vice Chair Conaty presented the cost for a Family Movie Night using the baseball field behind City Hall. She quoted out two vendors and recommended Fun Flicks because of the LED screen that would allow for an earlier start time for a movie. The Committee reviewed the options and agreed on using Fun Flicks and budgeting the money needed for the movie nights (actual movie will be determined at a later date). They also have the screen up on a trailer and provide their own power with a generator. A small selection of vendors can be invited to sell at the event (popcorn, ice cream, adult beverages).

MOTION:	Motion to approve a budget of \$3500 for a movie night.
MOVER:	Chair White
SECONDER:	Member Liljegren

AYES: Approved by Voice Acclamation	Chair White, Vice Chair Conaty, Member Hohn, Member Liljegren, Member Nerbun, Member Wirth
RESULT:	Approved by Voice Acclamation

MOTION:	Motion to set the Movie Night Date as Friday, June 25, 2026 with movie selection at the discretion of the Chair and Vice Chair.
MOVER:	Member Nerbun
SECONDER:	Member Hohn
AYES:	Chair White, Vice Chair Conaty, Member Hohn, Member Liljegren, Member Nerbun, Member Wirth
RESULT:	Approved by Voice Acclamation

5) Discussion Items

The possibility for a combined Tree Lighting with Thiensville was discussed; however, a holiday event would need to be reviewed at a future meeting of the Festivals Committee. With Member Luchins stepping down, there are now up to two spots open for additional members. It was asked that a request for applicants be posted in the City Bulletin and on Facebook to encourage people to apply.

6) Next Meeting Date and Time

The next meeting will be scheduled for Monday, April 20, 2026, at 6:30 p.m.

7) Adjourn

MOTION:	Motion to adjourn at 7:30 p.m.
MOVER:	Chair White
SECONDER:	Member Wirth
AYES:	Chair White, Vice Chair Conaty, Member Hohn, Member Liljegren, Member Nerbun, Member Wirth
RESULT:	Approved by Voice Acclamation

Respectfully Submitted,
Beth Kong, Executive Assistant