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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