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Office of the City Administrator

**FESTIVALS COMMITTEE**  
**Regular Meeting**  
**Monday, January 19, 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 6:31 p.m.

**Present:** Chair White, Vice Chair Conaty, Committee Member Benson (arrived 6:41 p.m.), Committee Member Hohn, Committee Member Johnson, Committee Member Liljegren, Committee Member Nerbun, Committee Member Wirth

**Not Present:** Committee Member Luchins, Committee Member Mchenry

**Also Present:** Executive Assistant Kong and interested public

Chair White began the meeting by asking for a summary of the Winter Wonderland event on December 7, 2025. Members commented that they thought turnout was lower, probably due to the cold and the rescheduled Packers game that was at the same time. Some positive feedback was that people appreciated having a volunteer to manage the carriage ride area. The children's area was too cold for a craft, especially with stickers and paint/markers. There was also a nice number of food donations and people were looking for the donation bins and using them.

The Committee discussed potential opportunities to partner with other events in the area to piggy-back on those activities rather than try to compete or host our own. Attendance has been going down and it has been harder to sign up choirs to attend (the Homestead choir always sings for the Thiensville tree lighting). Member Wirth suggested a tree-decorating event that could be sponsored by local organizations or businesses that could be up earlier and longer for people to view and that could be indoor or outdoor somewhere.

Member Nerbun said the Committee should re-visit its mission and determine if there is a better event that could be planned rather than something centered around a tree lighting. It is difficult to book the carriage ride and Santa for Winter Wonderland if not confirmed now (almost a year ahead of the date). Members should review the charter and brainstorm some other events that could better promote the mission of hosting family events to bring people to the civic campus.

<b>MOTION:</b>	Motion to forego Winter Wonderland for December 2026
<b>MOVER:</b>	Committee Member Vanessa Nerbun
<b>SECONDER:</b>	Committee Member Brett Benson
<b>AYES:</b>	Chair Miranda White, Vice Chair Deanna Conaty, Committee Member Brett Benson, Committee Member Jenne Hohn, Committee Member Tracy Johnson, Committee Member Lisa Liljegren, Committee Member Vanessa Nerbun, Committee Member Janet Wirth
<b>NAYS:</b>	None
<b>RESULT:</b>	Approved by Voice Acclamation

The motion to pause Winter Wonderland was passed, but the Committee needs to come up with other ideas for an additional event in place of Winter Wonderland. As part of this decision, the Committee will not secure a Santa or a carriage ride for December 2026. Beginning at the February meeting, the Committee needs to come up with a second event.

*\*This was not an Action Item listed on the Agenda, so it will need to be brought forward again as an Agenda Item on the February 16, 2026, meeting agenda for a formal vote\**

**2) Approval of Meeting Minutes**

- a) Meeting minutes of November 17, 2025

<b>MOTION:</b>	Motion to approve the minutes
<b>MOVER:</b>	Committee Member Vanessa Nerbun
<b>SECONDER:</b>	Committee Member Lisa Liljegren
<b>AYES:</b>	Chair Miranda White, Vice Chair Deanna Conaty, Committee Member Brett Benson, Committee Member Jenne Hohn, Committee Member Tracy Johnson, Committee Member Lisa Liljegren, Committee Member Vanessa Nerbun, Committee Member Janet Wirth
<b>NAYS:</b>	None
<b>RESULT:</b>	Approved by Voice Acclamation

**3) Committee Chair Update - This item was brought up before the approval of the minutes.**

**4) Action Items**

- a) Confirm 2026 Festival event dates

Taste of Mequon usually is planned for the second Saturday of September. The Committee confirmed that it will be Saturday, September 12, 2026.

- b) Approve headlining band for Taste of Mequon

Member Liljegren said that last year she spent \$6200 for the bands. Member Nerbun said that the timing should return to ending at 9 p.m. to allow for more time with the selected band. Feedback from last year’s attendees was that they did not like how early it ended (at 8 p.m.). The Committee asked about changing the overall layout of the event space. If the food trucks were moved could that allow for better takedown process? Does the stage have to be in front of City Hall or could it be relocated by the Library parking lot/baseball field area? The sound and layout last year created too much noise and congestion near the stage.

<b>MOTION:</b>	Motion to approve the overall band budget of \$6200
<b>MOVER:</b>	Chair Miranda White
<b>SECONDER:</b>	Committee Member Vanessa Nerbun
<b>AYES:</b>	Chair Miranda White, Vice Chair Deanna Conaty, Committee Member Brett Benson, Committee Member Jenne Hohn, Committee Member Tracy Johnson, Committee Member Lisa Liljegren, Committee Member Vanessa Nerbun, Committee Member Janet Wirth
<b>NAYS:</b>	None
<b>RESULT:</b>	Approved by Voice Acclamation

The Committee approved the overall budget and Member Liljegren will review what bands should be considered at the next meeting with the goal of booking three again for September. The Committee likes the general format of having three bands with a bigger band that does cover/dance songs at the end. Any other band options should be shared with Member Liljegren.

**5) Discussion Items**

- a) Review sub-committee options and assign leads

The Committee reviewed a list of sub-committees that had been created as part of a manual for the Festivals Committee back in 2019. Member Hohn was interested in working with the team of volunteers. Member Johnson would take the lead on marketing/communications, look at options for partnering with a graphic designer for the flyers or signs and will also help with sponsorship. Member Liljegren will handle the music options. Member Wirth will head up the children's activities and will reach out to Library Director to see about planned activity options from the Library team.

- b) Review starting budget, 2025 sponsor list and templates for letters/applications

In reviewing the sample vendor forms, the Committee said to update the hours as noon to 9 p.m. Therefore, vendors will need to be in place at 11:30 a.m. at the latest and be reminded about staying until the closing time. Vendors are not able to leave early and should follow staff directions. When creating the map, the Committee needs better details from vendors to ensure spacing is appropriate (they need to account for the trailer, hitch and other dimensions).

The type and number of vendors should be reviewed and approved by the Committee. When searching for and approving businesses, Taste of Mequon should attempt to bring more local

options. The budget begins with the amount provided by the City (\$7500) and then increases with the sponsorship and vendor fees paid.

**6) Next Meeting Date and Time**

- a) Review meeting calendar and determine voting versus non-voting dates

The next meeting will be scheduled for Monday, February 16, 2026, at 6:30 p.m. The regular meeting time will continue to be the third Monday of the month at 6:30 p.m.

**7) Adjourn**

<b>MOTION:</b>	Motion to adjourn at 7:20 p.m.
<b>MOVER:</b>	Committee Member Vanessa Nerbun
<b>SECONDER:</b>	Committee Member Lisa Liljegren
<b>AYES:</b>	Chair Miranda White, Vice Chair Deanna Conaty, Committee Member Brett Benson, Committee Member Jenne Hohn, Committee Member Tracy Johnson, Committee Member Lisa Liljegren, Committee Member Vanessa Nerbun, Committee Member Janet Wirth
<b>NAYS:</b>	None
<b>RESULT:</b>	Approved by Voice Acclamation

Respectfully Submitted,  
Beth Kong, Executive Assistant - Communications