



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, April 20, 2026 - 6:00 PM
North Conference Room

Minutes

1) Call to Order and Roll Call

The meeting was called to order by Chair White at 6:34 p.m.

Present: Chair White, Vice Chair Conaty, Committee Member Benson, Committee Member Hohn, Committee Member Liljegren, Committee Member Wirth

Not Present: Member Johnson, Member Mchenry, Member Nerbun (Member Luchins resigned from the Committee on March 25, 2026)

Also present: Executive Assistant Kong

2) Approval of Meeting Minutes

- a) Meeting minutes of March 15, March 24 and March 30, 2026

MOTION:	Motion to approve March minutes
MOVER:	Chair White
SECONDER:	Member Liljegren
AYES:	Chair White, Vice Chair Conaty, Member Benson, Member Hohn, Member Liljegren, Member Wirth
RESULT:	Approved by Voice Acclamation

3) Committee Chair Update

Chair White secured the inflatable obstacle course with Elite Fitness, who will also provide volunteers to staff the area. They will send in an application to indicate the electrical needs for their space. It was discussed that they should be recognized as a sponsor for this contribution.

4) Action Items

- a) Review quotes: stage rental and sound technician

The quotes were reviewed and members will thoroughly inspect the stages during set up that morning. It was also clearly noted on the contract that the Area Rental crew is to also complete a full inspection.

MOTION:	Motion to approve the submitted quotes for the stage and sound
MOVER:	Chair White
SECONDER:	Member Liljegren
AYES:	Chair White, Vice Chair Conaty, Member Benson, Member Hohn, Member Liljegren, Member Wirth
RESULT:	Approved by Voice Acclamation

5) Discussion Items

- a) Fundraisers at T.O.M.: Mequon Police Association 50/50 Raffle, MT Chamber Request

The Committee will allow the Milwaukee Police Association to have a 50/50 raffle during the event and discussed the idea presented by the MT Chamber for a coupon book giveaway.

- b) Logistics for setting up a 5K run

Chair White has been in contact with a run coordinator in the area, who estimates his costs at \$1300 for assisting with the coordination of a run event the morning of Taste of Mequon. An outline of what his fee includes needs to be provided so the Committee can determine the volunteers, setup and other needs associated with a run:

- Check-in locations
- Fueling stations
- Manpower along the route (auxillary police / cross country team?)
- New / additional signage for the route and for promotion
- T-shirts or other giveaway items
- Possible route options
- Timeframe: the run would not last more than one hour, given the short distance

A bags tournament was also suggested as an event to be held before the official start of Taste of Mequon. Member Benson indicated that a contact in Cedarburg may have the boards and other equipment that could be loaned to Mequon for a tournament.

- c) Movie night topics for June 26, 2026

The movie night has been booked for Friday, June 26, 2026, using Rennie Field. The movie still needs to be selected before promoting that title. The date/time and event itself should start being promoted in the *Weekly Bulletin*, Festivals Facebook and City Facebook pages.

The Committee is still considering the number and type of vendors to contact for this event (popcorn, drinks, "dirty soda", cotton candy, ice cream). Member Conaty will apply for a donation of free ice cream from Cedar Creek.

The Chair and Vice Chair will meet within the next week to discuss the logistics of the event with City staff, grounds and parks departments.

d) Optional tree lighting or winter event

Some ideas that were shared for a winter activity included creating a "passport" for people to visit Mequon locations during the month of November and turn in a completed passport at a tree lighting for a prize. Another idea was a scavenger hunt to have residents visit local businesses, restaurants and locations to encourage them to visit areas of the community. Other ideas included a food drive, a meat raffle, a toy drive, a sled parade or a tailgate party.

6) 2026 Meeting Dates

The next meeting date is Tuesday, May 19, 2026, at 6:30 p.m.

7) Adjourn

MOTION:	Motion to adjourn at 7:36 p.m.
MOVER:	Chair White
SECONDER:	Member Benson
AYES:	Chair White, Vice Chair Conaty, Member Benson, Member Hohn, Member Liljegren, Member Wirth
RESULT:	Approved by Voice Acclamation

Respectfully Submitted,
Beth Kong, Executive Assistant