



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262/242-3100

www.cityofmequonwi.gov

Office of the City Administrator

**FESTIVALS COMMITTEE
Regular Meeting
Tuesday, August 4, 2026 - 6:30 PM
North Conference Room**

Agenda

- 1) Call to Order and Roll Call**
- 2) Approval of Meeting Minutes**
 - a) Meeting minutes of July 15, 2026
- 3) Committee Chair Update**
- 4) Action Items**
 - a) Finalize Promotional Materials and Budget: Quantity of Signs, Sizes, and Locations for Distribution.
 - b) Review Any New Sponsors or Vendors and Current Budget: MT Chamber, Fiddleheads Coffee, Sunrise Acai, Smoked 225 BBQ, Musa Ice Cream, On the Block Burgers, Cricket Chinese Academy,
 - c) Committee Member Assignments and Timelines: Volunteers, Vendor Maps, Sign Distribution, Supplies
- 5) Discussion Items**
- 6) Next Meeting Date and Time:** Subcommittees and Full Committee
- 7) Adjourn**

DATED: July 30, 2026

/s/ Miranda White, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting. Persons with disabilities requiring accommodation for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting. Any questions regarding this agenda may be directed to the City Clerk's Office at 262-236-2914, Monday through Friday, 8:00 AM – 4:30 PM.



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Regular Meeting
Wednesday, July 15, 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 6:40 p.m.

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

Not present: Member Nerbun, Member McHenry

2) Approval of Meeting Minutes

a) Meeting minutes of May 19 and June 22, 2026

MOTION:	Motion to approve the minutes.
MOVER:	Chair White
SECONDER:	Member Liljegren
AYES:	Chair White, Vice Chair Conaty, Member Benson, Member Hohn, Member Johnson, Member Liljegren, Member Wirth
NAYS:	None
RESULT:	Passed

3) Committee Chair Update

Chair White had contacted the high school athletic director to learn more about past 5K runs and the number of volunteers needed. She found out that the last run that had been planned required up to 100 volunteers. With everyone having a shortage of volunteers for events this year, Chair White recommended waiting until 2027 to try and plan a walk/run to incorporate into Taste of Mequon next year. When the Color Run had been planned and ended at Taste of Mequon, it brought a larger group of people to the festival earlier in the day to eat lunch.

MT Trails had reached out to Chair White to coordinate an effort for a family walk/run that they are planning for October 18, 2026, from 3 p.m. to 5 p.m. Several committee members expressed interest in assisting in some way with that event which will kick off the new section of trail, called the Highland Road Bike Spur. This new trail will connect Rotary Park to the Ozaukee Interurban Trail (OIT) and is scheduled to be complete this Fall.

Chair White announced that a new Festivals Committee Member, Denise Long, was appointed on July 14.

4) Action Items

- a) Updates on Entertainment and Children's Activities for Taste of Mequon: confirm times to create agreements and approve any additional budget for new activities

Member Wirth provided a list of the scheduled activities arranged for Taste of Mequon. The Committee clarified the timeframe that should be communicated to the entertainers: set up and ready by noon until 6:00 p.m. An estimate was provided for a climbing / rock wall service as about \$1500 for the full day.

MOTION:	Motion to secure the climbing wall feature for Taste of Mequon
MOVER:	Member Hohn
SECONDER:	Vice Chair Conaty
AYES:	Chair White, Vice Chair Conaty, Member Hohn, Member Johnson, Member Liljegren, Member Wirth
NAYS:	Member Benson
RESULT:	Passed

Chair White will confirm with Elite Sports Club to obtain the space needs and electrical requirements for their inflatables that will be provided and staffed by Elite for the day. The will be recognized as sponsors for that activity.

- b) Taste of Mequon Updates: Volunteers, Sponsors, Vendors: MTCF (sponsor plus tent), As the Paw Turns, Tobin Jewelers, MT Trails, Hidden Glen Designs (new), BE Martial Arts, Let's Celebrate, Restore Spine & Wellness, Winkie's Gifts, Cousin's Maine Lobster (new), Sendik's Food Tent, Strolling Donuts, Fusion Cafe, Kha Sushi Land, La Empenada, Laura's Gourmet Popcorn (new), Musa Ice Cream Truck (new), MT Lions (drinks)

The Committee discussed the need to clarify or restructure the levels and guidelines for sponsorships. It can be confusing when a non-food vendor wants to have a booth but is asked to provide entertainment as opposed to a sponsor that pays for a portion of the event or a specific stage or entertainer. A sub-committee of members can meet after this year's Taste of Mequon to review the current booth fees, sponsorship levels, and non-food vendor requirements. It was also suggested that businesses providing volunteers should be aware that they cannot solicit business at the event.

The list of sponsors and vendors included in the agenda were all approved. Some additional vendors should be contacted to provide a variety of food options (such as BBQ, pizza and coffee vendors). Vendors should be reminded to bring their own weights in case there is wind and that they may be moved from an initially assigned space if they do not provide accurate equipment/food truck measurements.

- c) Walk/Run Event for Fall 2026

This topic was addressed as part of the Chair Update.

5) Discussion Items

- a) Review of City of Mequon's Code of Ordinances Related to Boards, Committees, and Commissions

The reminder to supply feedback on this topic will be sent out to the Committee Members and any comments can be provided to the Staff Liaison by September 30.

6) Next Meeting Date and Time

The next meeting date was selected as Tuesday, August 4, at 6:30 p.m.

7) Adjourn

MOTION:	Motion to adjourn at 7:49 p.m.
MOVER:	Chair White
SECONDER:	Member Wirth
AYES:	Chair White, Vice Chair Conaty, Member Benson, Member Hohn, Member Johnson, Member Liljegren, Member Wirth
RESULT:	Passed

Respectfully Submitted,
Beth Kong, Executive Assistant - Communications

Sponsorships Paid 2026		
City Budget:	\$	7,500.00
PWSB	\$	2,000.00
Kohler CU	\$	4,000.00
Hawkins Ash	\$	2,000.00
Sendiks Mequon	\$	2,000.00
Jr Womens	\$	500.00
Annex Wealth	\$	500.00
Vesta CPAs SC	\$	500.00
MTCF + BOOTH	\$	300.00
Sommers (\$4000?)	\$	-
e2HomeSolutions	\$	500.00
Budget Total:	\$	19,800.00

received 3/30/26
received 3/12/26
received 2/10/26
received 2/23/26
received 3/2/26
received 4/6/26
received 3/30/26
received 4/21/26
invoice due 8/1
face painter+125 booth fee

Art/Craft	Vendor Fees Paid	(Fee Less Sales Tax)	
	AtoZ Apothecary	\$ 71.09	pd 2/24
	As the Paw Turns	\$ 71.09	pd 7/1/26
	Benford Guitars	\$ 71.09	pd 5/13/26
	Elegant Henna	\$ 71.09	pd 4/6/26
	Hidden Glen Designs NEW	\$ 71.09	pd 6/29/26 NEW
	Kinsley's Krafts	\$ 71.09	pd 2/23
	Lake Country Growers	\$ 118.48	pd 4/16/26
	Prpl Swan	\$ 118.48	pd 3/24

Non-Food	BE Martial Arts	\$ 118.48	pd 6/30/26
	Christ Alone	\$ 118.48	pd 3/3
	Cricket Chinese Academy	\$ 71.09	pd 7/17/26
	e2 Home	\$ 118.48	pd 5/11
	FredAstaire	\$ 118.48	pd 3/10
	Gohsman Group of Keller Williams	\$ 118.48	pd 7/14 need activity
	Kohler Credit Union (Sponsor	-	10x10 space
	Let's Celebrate	\$ 118.48	pd 6/29/26
	Mathnasium	\$ 118.48	pd 2/25
	Mequon Nature Preserve	\$ -	no charge, activities
	MT Chamber	\$ 118.48	pd 7/27/26
	MT Trails	\$ 118.48	pd 6/15/26
	ReStore Spine Wellness	\$ 118.48	pd 3/30/26
	TM-Rotary	\$ 118.48	pd 5/4/26
	Tobin Jewelers	\$ 118.48	pd 5/18
	Winkies Gifts	\$ 118.48	pd 6/26

Beer/Wine	Café Hollander	\$ 142.18	pd 4/27/26
	Ruby Tap	\$ 142.18	pd 7/16 liquor app
	TM Lions Club - 10x20 + beer	\$ 239.97	pd 6/22 liquor app 7/29

Food/Bev	AppThai	\$ 236.97	pd 5/14/26
	Cousin's Maine Lobster	\$ 236.97	pd 6/8/26
	Fiddleheads Coffee	\$ 142.18	pd 7/29/26
	Fusion Café	\$ 142.18	pd 6/22/26
	Glaze ice cream	\$ 142.18	pd 3/26
	Hey Licorice Dude	\$ 118.48	pd 7/24
	Kha Sushi Land	\$ 142.18	pd 6/24/26
	La Empenada	\$ 236.97	pd 6/24/26
	Laura's Gourmet Popcorn	\$ 142.18	pd 6/15/26
	Musa Ice Cream Truck	\$ 284.36	pd 7/20/26
	On the Block Burgers	\$ 284.36	pd 7/13/26
	Outpost	\$ 142.18	pd 4/22/26
	S&T Cuisine Food Truck	\$ 236.97	pd 2/23
	Schnee Cones	\$ 142.18	pd 4/27/26
	Sendik's Food	\$ 236.97	pd 6/2/26
	Smoked 225 BBQ	\$ 236.97	pd 7/30/26
	Strolling Donuts	\$ 142.18	pd 5/18/26
	Sunrise Acai Boals	\$ 189.57	pd 7/29/26
	That Taco Guy	\$ 236.97	pd 3/2
	The Nutman	\$ 189.57	pd 3/17
	Tropical Twist	\$ 142.18	pd 3/30
	WI Fried Cheese Curds	\$ 142.18	pd 2/23
	Subtotal Vendor Fees:	\$ 6,946.09	

TOM Sponsor + Fees	\$ 26,746.09	
Total T.O.M. Expenses	\$ (18,891.25)	
Total Movie Night Expenses	\$ (3,099.65)	
Ending Balance:	\$ 4,755.19	

T.O.M. Expenses		
Main Stage	\$ (3,506.66)	Main and Children's - Area Rental Quote
Tower Lights	\$ (880.00)	4 lts + diesel 2025
PortaJohn	\$ (1,065.00)	8 unisex bathrooms, 1 handicap, 1 sink
ATM	\$ -	new vendor that will not charge us to setup
Dumpster	\$ (300.00)	TDPW wil provide for \$150 per 6 yard
Go Riteway	\$ (705.59)	2026 estimate 11:30 - 9:30
Barricade Flasher/E-Sign at HHS	\$ (500.00)	2026 estimate
BANDS	\$ (4,600.00)	2026 est
Kim Guibord (Sound & Light)	\$ (1,800.00)	2026 estimate
Kim Guibord (DJ Services)	\$ (900.00)	kid area noon-6pm
Website Domain	\$ (216.00)	namecheap 12 / wix 204
FB ads	\$ (43.00)	2025 ESTIMATE
KID ZONE / ACTIVITIES		
Face Painter	\$ (500.00)	2026 est e2Home Solutions Sponsor
Caricature Artist	\$ (750.00)	Caricature & Comedy (2 shows)
Balloon Artist	\$ (500.00)	2026 est
Nick's Kid Show		estimated allocation
Climbing Wall	\$ (1,500.00)	estimate from Janet

New signage / posters / flyers	\$ (400.00)	*** More needed if new logo/design**
Volunteer Recognition	\$ (450.00)	2025 ESTIMATE
Staff Thank you	\$ (142.00)	2025 ESTIMATE
Thank you cards		
Day of Supplies	\$ (133.00)	2025 ESTIMATE
Parking Passes		
TOTAL EXPENSES	\$ (18,891.25)	

Movie Night Expenses		Budget \$3500
Fun Flicks rental screen	\$ (2,200.00)	
Movie license (SWANK)	\$ (875.00)	
DVD Hoppers from Amazon	\$ (24.65)	
TOTAL EXPENSES	\$ (3,099.65)	
Fenwicks (liquor license - Clerks)	no charge booth fee	
Free popcorn from Marcus	\$ -	
Free cotton Candy & Ice Cream	\$ -	Rangeline School Donated
Printing costs for promotions	\$ -	Janet Printed Flyers

Volunteers	
TownBank (volunteers)	

Confirmed activities:	
Leo the Therapy Dog	No Cost
Mascot Races?	No Cost
DNR Fishmobile	No Cost
Library (story time, card signup)	No Cost
Nature Preserve - Animal show?	
Obstacle Course / Inflatables	Elite Sponsored & Manned

NonFood Vendor Activities	
Let's Celebrate - Craft	
Tobin - jewelery making	
Kohler CU - Air Dry Clay Play	