



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2941
Fax: 262-242-9655

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Monday, January 13, 2025
6:30 PM
North Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. November Minutes
- 3) Redbud Festival
 - a. Sponsor Letter
 - b. Food Vendors
 - c. Music
 - d. MTSD
 - e. Assignments
 - i) Grafton Arts Mill
 - ii) Art Studio Tour
 - iii) Plein Air Application
 - iv) Arbor Day Contacts
 - v) Rotary- 35th Anniv.
- 4) Taste of Mequon
 - a. Taste of Mequon Food & Beverage Application
- 5) Next Meeting Date and Time- February 17 at 6:30pm
- 6) Adjourn

Dated: January 13, 2025

/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 accommodations 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 Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



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FESTIVALS COMMITTEE
Monday, November 18, 2024
6:30 PM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Miranda White
 Vice Chair Deanna Conaty
 Committee Member Jenne Hohn
 Committee Member Tracy Johnson
 Committee Member Lisa Liljegren
 Committee Member Moshe Luchins
 Committee Member Vanessa Nerbun
 Committee Member Brett Benson -- **Absent**
 Committee Member Brittany Maynard -- **Absent**
 Committee Member Laeh McHenry -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. October Minutes

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Committee Member White

SECONDED BY: Board Member Johnson

AYES:	White, Conaty, Hohn, Johnson, Liljegren, Luchins, Nerbun
ABSENT:	Benson, Maynard, McHenry

3) Winter Wonderland

a. Tree, Ornament, & Sponsor Update

This year's Christmas tree was graciously donated by MATC Mequon. Kohler Credit Union and Hawkins Ash CPAs are the main sponsors and Lumia Mequon is the Carriage Sponsor. The Committee viewed ornament samples supplied by The Painted Creek. Chair White

Attachment: Festival Mins 111824 (9981 : November Minutes)

moved to order the wooden and circle ornaments and Committee Member Liljegren seconded. The motion was passed via Voice Acclamation.

b. Festival Map

The Committee reviewed the map and discussed who would supply the hot chocolate. Committee Member Luchins offered to bring the necessary items for the hot chocolate bar. It was also discussed how dark it was last year by the carriage sign and how a construction light should be purchased.

c. Flyer Distribution

Flyers were distributed for members to hang at various spots around town.

d. Event Assignments

Assignments were given out: Lisa would be by the music, Vanessa & Tracy in Santa's House, Moshe by the hot chocolate, Laeh by the ornaments, Deanna & Brett by the Library parking lot/carriage rides, and Brittany in the Cards for the Troops tent.

e. Arrive at 2:30pm on Sunday and at 12:30pm on Friday to decorate Santa's House

4) Redbud Festival

a. Artist Application

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Committee Member White

SECONDED BY: Nerbun

AYES: White, Conaty, Hohn, Johnson, Liljegren, Luchins, Nerbun

ABSENT: Benson, Maynard, McHenry

5) Next Meeting Date and Time

A. January 13 at 6:30pm

6) Adjourn

Chair White moved to adjourn at 7:12 PM and Committee Member Liljegren seconded.

Respectfully Submitted,

Carrie Enea

Executive Assistant



January 2, 2025

Dear Mequon Friends;

We are writing to inform our vendors and sponsors of an exciting addition to this year's City festival line-up. Both Taste of Mequon and Winter Wonderland will celebrate their 12th anniversary, while the City launches its third festival, the Redbud Festival. The Mequon Festivals Committee, which was created in 2013, always had the goal to hold three events per year. The Committee has now identified a third event that will highlight the Mequon-Thiensville Sunrise Rotary Club's Redbud Project which began in 2011. The vision of the Project is to cultivate springtime beauty along the Riverwalk and throughout the Town Center to draw local citizens and visitors alike to enjoy community amenities and the Riverwalk. The Redbud Festival will be an art and garden festival that will launch on Saturday, May 10, from noon – 5:00 p.m. when the redbud trees will be in full bloom.

Town Center, in front of City Hall, has proven to be an excellent venue for helping build a greater sense of community among residents and business owners and highlighting why Mequon is rated as one of the best cities in Wisconsin to live, work and play. Taste of Mequon is scheduled for Saturday, September 6, 2025 from 11:00 A.M. – 8:00 P.M. and Winter Wonderland will take place on Sunday, December 7, 2025 from 3:30 P.M. – 5:30 P.M. As a sponsor of one, two, or all three events, you will receive recognition in a variety of ways which are outlined in the following materials.

The community response has been impressive with the attendance growing significantly each year for each event and the Committee is always looking for new, fun ways to highlight the City. This is a great opportunity to provide your business with valuable exposure while also demonstrating that you are passionate about the community of Mequon.

We encourage you to visit our website at <https://www.mequonfestivals.org> for additional photos and to see where we will be posting this year's festival information.

Very truly yours,

Miranda White
Chair, Festivals Committee
mjwhite0011@gmail.com
224-730-4788

Deanna Conaty
Vice Chair, Festivals Committee
theconatys@gmail.com
262-328-7372



LEVELS OF SPONSORSHIP FOR REDBUD FESTIVAL

PACKAGES	\$400	\$800	\$1,600
Logo acknowledgement in all print; flyers, posters, and other print material.			X
Organization's Banner Hung in Bandshell			X
Name acknowledgement in all print; flyers, posters and other print material.		X	X
Name acknowledgement by designated activity in Children's Tent		X	X
Acknowledgment in web-based marketing and event flyer	X	X	X
Organization's name acknowledged in press releases	X	X	X
Organization's name acknowledged in letters to editor	X	X	X



LEVELS OF SPONSORSHIP FOR TASTE OF MEQUON

PACKAGES	500	1,000	2,000	2,750	4,000
Acknowledgment in web-based marketing	X	X	X	X	X
Acknowledgement in City of Mequon electronic Bulletin	X	X	X	X	X
Organization's name acknowledged in press releases		X	X	X	X
Organization's name recognized for sponsoring an activity in the Children's Area		X	X	X	X
Name acknowledgement in all print; flyers, posters and other print material			X	X	X
Name & Logo on each main event banner			X	X	X
Logo acknowledgement in all print; flyers, posters, and other print material			X	X	X
Recognition for sponsoring children's stage			X	X	X
Individual Event Banner				X	X
Main Stage Signage as Music Sponsor					X



LEVELS OF SPONSORSHIP FOR WINTER WONDERLAND

PACKAGES	300	600	1,200
Logo acknowledgement in all print; flyers, posters, and other print material			X
Organization's Banner Hung in Choir Bandshell			X
Participation in tree lighting with Mayor			X
Name acknowledgement in all print; flyers, posters and other print material		X	X
Name acknowledgement by designated activity, i.e. cookies, carriage, ornament, etc.		X	X
Acknowledgment in web-based marketing	X	X	X
Organization's name acknowledged in press releases	X	X	X
Organization's name acknowledged in letters to editor	X	X	X

SPONSORSHIP DISCOUNT OPPORTUNITY FOR ALL 3 FESTIVALS

Premier Sponsor for all 3 Festivals as Music Sponsor and Banner hung on Stage	\$5,750
Gold Sponsor for all 3 Festivals- Logo Recognition in all Festival Materials	\$750

Please circle the level of your sponsorship above and submit form along with a check made payable to City of Mequon to the address below.

Business Name:

Address:

City:

State:

Zip Code:

Phone Number:

Email:

List name as you would like it to appear in all media print:

Please mail form and check to:

Mequon City Hall, 11333 N. Cedarburg Road, Mequon WI 53092 no later than **April 1, 2025** to be included in each festival's collateral and print materials.

E-mail your company's logo to: cenea@ci.mequon.wi.us.

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092



Saturday, September 6, 2025
11:00 AM – 8:00 PM

FOOD/BEVERAGE VENDOR APPLICATION
Application Deadline: August 15, 2025

VENDOR INFORMATION

Name of Vendor/Business: _____

Name of Contact Person: _____

Phone # of Contact Person: _____

Address: _____

City/State/Zip: _____

Food Trucks: What window do you use to provide service?

(Required)

E-Mail: _____

(Required)

Name of Emergency Contact Person: _____

(Required)

Phone # Emergency Contact Person: _____

VENDOR SPACE FEE AND SPACE REQUIREMENT (✓ appropriate space size)

Space Size	Before June 27	Check Appropriate Box (✓)	After June 27	Check Appropriate Box (✓)
10 x 10	\$150		\$200	
10 x 20	\$250		\$300	
Food Truck	\$250		\$300	

Total Due \$ _____

Total Due \$ _____

The vendor space fee is non-refundable. Please make checks payable to: City of Mequon



- **All vendors must be setup by 10:30 AM.**

If bringing a food truck/trailer, please provide the size: _____

ITEMS YOU WILL BE SELLING

List pre-packaged items:

Item(s) for Sale	✓
Food	
Wine	
Beer	

EVENT LICENSES

Temporary Restaurant License/Mobile Restaurant License (Food Trucks)

In order to participate, a current *Temporary Restaurant License* is required. For information on obtaining a temporary restaurant license, contact the Washington Ozaukee Public Health Department at:

Washington County Office
333 E. Washington Street, Suite 1100
West Bend, WI 53095
(262) 335-4462

Ozaukee County Office
121 W. Main Street
Room #246
Port Washington, WI 53074
(262) 284-8170

Washington or Ozaukee Counties Only

For vendors not traveling outside of Washington or Ozaukee Counties, contact the Washington Ozaukee County Public Health Department for a Temporary Food License.

Contact:

Mark Carlson R.E.H.S.
Environmental Health Specialist

Washington Ozaukee Public Health Department
121 Main Street Room 246
Port Washington, WI 53074
262.284.8170
Mark.Carlson@washozwi.gov
website: washozwi.gov

Vendors selling pre-packaged items to take home (such as jams, honey, baked goods, sauces, cheese) must provide proof of exemption for sale of pre-packaged non-potentially hazardous foods.

Liquor License/Bartender License

For information about obtaining a liquor and bartender license, please contact Mequon City Hall, City Clerk's office (262) 236-2914. **Deadline to apply for a liquor license/bartender license is Wednesday, July 16, 2025.**

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

ELECTRICAL OUTLETS REQUIRED: (✓ required number of outlets)

In an effort to best accommodate the needs of all our food vendors it would be helpful for you to indicate the number of outlets necessary to run your operation. All non-food truck outlets are 20 amps.

A maximum of three outlets will be available per vendor. Please select (✓) the number of outlets you will require below.

1 outlet	
2 outlets	
3 outlets	

Electricity is not available for food trucks in certain areas of the festival grounds. The use of generators is discouraged, a limited number of 30 and 50 amp plugs are available, please provide what amp plug your food truck requires here: _____

FIRE SAFETY INSPECTION

The Southern Ozaukee Fire Department will be inspecting all food vendors that are engaged in cooking operations. All vendors must pass a pre or day of Fire Safety Inspection to participate.

Mobile food preparation facilities such as "Food Trucks or Trailers" may contact Battalion Chief Brandon Boettcher for a pre-event inspection to prevent any day of event issues or answer any questions in advance.

Tent cooking operations (non-vehicle based) may also contact Battalion Chief Boettcher in advance of the event to discuss any operations and ensure pre-determined compliance with equipment, clearances and fire suppression requirements or equipment.

Battalion Chief Brandon Boettcher

bboettcher@ci.mequon.wi.us

Phone: 262-242-8783

COOKING EQUIPMENT

Indicate # of LP gas tanks you will use. _____

Will you be using a charcoal grill? Yes _____ No _____

APPLICATION CHECKLIST

Please review the list below to ensure you have all the required information before submitting the application. (✓)

- _____ Completed application
- _____ Check for space fee (payable to City of Mequon)
- _____ Certificate of Insurance
- _____ Completed S-240 Wisconsin Temporary Event Operator and Seller Information
- _____ Completed Release and Hold Harmless for Vendor Form
- _____ Copy of Temporary Restaurant License/Mobile Restaurant License (Food Truck)
- _____ A list of menu items

SEND COMPLETED APPLICATION AND FORMS TO:

Mequon City Hall
11333 N. Cedarburg Road
Mequon, WI 53092
Attn: Carrie Enea, Executive Assistant
Fax: 262-242-9819
E-Mail: cenea@ci.mequon.wi.us

Questions? Please call Carrie Enea, Mequon City Hall (262) 236-2941.

The undersigned applicant agrees:

- 1) To adhere to the ***Taste of Mequon*** guidelines as provided in the food/beverage vendor information.
- 2) To agree to bear all risk and expense for any loss, theft or damage to my personal property or injury to my person, regardless of cause.
- 3) I agree to be photographed or videotaped for promotional purposes.

I have read and agree to the ***Taste of Mequon*** event terms and conditions.

Signature: _____ Date: _____

For Office Use Only:

Date Application Received: _____ Date Vendor Space Fee Paid: _____

Date Release and Hold Harmless For Vendor-Participants Form Received: _____

Date Certificate of Insurance Received: _____ Date Form S-240 Received: _____

Date Copy of Temporary Restaurant License Received: _____

Emergency Information Recorded: _____

Approved: January 13, 2025