



Virtual Meeting
Mequon, WI 53092
Phone: 262-236-2941
Fax: 262-242-9655

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Thursday, January 14, 2021
6:30 PM
Virtual Meeting

Agenda

ELECTRONIC MEETING NOTICE: Pursuant to the current recommendation of the CDC limiting the size of public gatherings and the various federal and state orders implementing that recommendation, and to help protect our community from the Coronavirus (COVID-19) pandemic, this meeting will be held virtually through the GoToMeeting platform with each member accessing the meeting remotely. Citizens may join the meeting online or by phone. Please go to <https://www.gotomeet.me/Mequon/festivals> to join the meeting online or call into the meeting by dialing 1-866-899-4679 and enter access code 237-158-205.

WRITTEN PUBLIC COMMENTS may be made in writing in advance of the meeting. Written comments should be directed to the Administration Department at least 2 hours prior to the meeting by email at lprosser@ci.mequon.wi.us addressed to the intended committee. Written public comment may also be deposited in the drop box at City Hall on 11333 N. Cedarburg Road, Mequon at least 2 hours prior to the meeting. Comments received timely will be forwarded to all members of the body for their consideration.

VERBAL PUBLIC COMMENTS will be accepted only from members of the public who register in advance. Registration shall be made by sending an email to Executive Assistant, Lina Prosser at lprosser@ci.mequon.wi.us or by leaving a message at 262-236-2941 no later than 2 hours prior to the meeting.

- 1) Call to Order, Roll Call
- 2) Introduce New Committee Members
 - a. Rabbi Moshe Luchins
 - b. Miranda White
- 3) Approval of Meeting Minutes

Action requested: review and approve

 - a. November 19, 2020 Minutes
 - b. December 1, 2020 Minutes
- 4) Discussion Items

Action requested: discuss and take action as needed

 - a. Debrief Winter Event
 - b. Approve Final 2020 Budget
 - c. Community Outreach Initiatives
 - d. 2021 Meeting Schedule

- 5) Information Items
 - a. 2021 Work Plan

- 6) Adjourn

Dated: January 14, 2021

/s/Vanessa Nerbun, Vice Chair

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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 Deputy City Clerk at 262-236-2914, twenty-four (24) hours in advance of the meeting. Any questions regarding this agenda may be directed to the Administration Office at (262) 236-2941 Monday through Friday, 8:00 a.m. – 4:30 p.m.



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FESTIVALS COMMITTEE
Thursday, November 19, 2020
6:30 PM
Virtual Meeting

Minutes

1) Call to Order, Roll Call

Present:

Committee Member Kirsten Hildebrand
Committee Member Dynami Al-Anjeri
Vice Chair Vanessa Nerbun
Committee Member Janet Fussell

Also Present: Executive Assistant Prosser

2) Approval of Meeting Minutes

a. October 22 Minutes

The October 22, 2020 minutes were held over for approval at the next meeting.

3) Discussion Items

a. Create winter event subcommittee

A motion was made by Member Al-Anjeri to form a subcommittee for the winter event, seconded by Member Hildebrand.

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

MOVED BY: Committee Member Al-Anjeri

SECONDED BY: Committee Member Hildebrand

AYES: Hildebrand, Al-Anjeri, Nerbun, Fussell

b. Donation for Use of Mequon River Post Office Museum

A motion was made by Vice-Chair Nerbun to contribute \$150 to the Mequon River Post Office Museum to cover the cost of heating the museum for the committee's winter event, seconded by Member Hildebrand.

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

MOVED BY: Vice Chair Nerbun

Attachment: DRAFT 11 19 2020 MFC Minutes (5802 : Nov 19 2020)

SECONDED BY: Committee Member Hildebrand

AYES: Hildebrand, Al-Anjeri, Nerbun, Fussell

4) Next Meeting Date and Time

The next meeting of the Festivals Committee will be held on Tuesday, December 1 at 6:00 P.M.

5) Adjourn

A motion was made by Member Fussell to adjourn the meeting at 6:45 P.M., seconded by Vice-Chair Nerbun.

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

MOVED BY: Committee Member Fussell

SECONDED BY: Commissioner Nerbun

AYES: Hildebrand, Al-Anjeri, Nerbun, Fussell

Respectfully Submitted,

Lina Prosser
Executive Assistant

Attachment: DRAFT 11 19 2020 MFC Minutes (5802 : Nov 19 2020)



Virtual Meeting
Mequon, WI 53092
Phone: 262-236-2941
Fax: 262-242-9655

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Tuesday, December 1, 2020
6:00 PM
Virtual Meeting

Minutes

1) Call to Order, Roll Call

Present:

Committee Member Kirsten Hildebrand
Committee Member Dynami Al-Anjeri
Vice Chair Vanessa Nerbun
Committee Member Janet Fussell

Also Present: Executive Assistant Prosser

2) Approval of Meeting Minutes

a. October Minutes

RESULT: **Approved by Voice Acclamation [Unanimous]**
MOVED BY: Committee Member Al-Anjeri
SECONDED BY: Commissioner Nerbun

AYES: Hildebrand, Al-Anjeri, Nerbun, Fussell

3) Discussion Items

Vanessa Nerbun, Vice Chair reported that she has coordinated the placement of the plexiglass frame in the doorway of the stamp museum with Sam Cutler. Ms. Nerbun will arrive at 8:45 a.m. to meet Sam Cutler for the installation of the frame and garland. The photographer will arrive at the same time for setup. Ms. Nerbun mentioned that she boosted the event's Facebook posting to encourage people to sign up for the afternoon slots and encouraged members to share the post.

Executive Assistant Prosser announced that the holiday lights on Cedarburg Road will be installed on December 2. The official tree has been placed in front of City Hall.

The Committee discussed the event schedule and tasks that needed to be done at the event.

4) Next Meeting Date and Time

Attachment: DRAFT Minutes 12 1 2020 (5803 : 12 1 2020 Minutes)

The next meeting of the Festivals Committee will take place on Thursday, January 14 at 6:30 PM.

- 5) Member Hildebrand made a motion to adjourn the meeting at 6:40 p.m., seconded by Member Al-Anjeri.

RESULT: **Approved by Voice Acclamation [Unanimous]**
MOVED BY: Committee Member Hildebrand
SECONDED BY: Committee Member Al-Anjeri

AYES: Hildebrand, Al-Anjeri, Nerbun, Fussell

Respectfully Submitted,

Lina Prosser
Executive Assistant

Attachment: DRAFT Minutes 12 1 2020 (5803 : 12 1 2020 Minutes)



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262-242-3100
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Administration

TO: Festivals Committee
FROM: Lina Prosser, Executive Assistant
DATE: January 14, 2021
SUBJECT: Final 2020 Budget

The final budget for 2020 is provided to the Committee for review and approval. A total of \$9,713 will be carried into 2021.

A summary of the expenses for the winter event is provided below:

Entertainment Costs	
Santa - Gregg Scott	\$600
Visual Image Photography	\$800
Venue Site Costs	
Clear Acrylic	\$124
MT Historical Society Donation to defray cost of heating house during winter event	\$150
Marketing Costs (printing)	
Poster	\$15
Misc. Event Supplies	
Reimburse Vanessa for supplies to build frame	\$304
TOTAL ACTUAL EXPENSES	\$1,993

As a reminder, the following vendor space fees/sponsorship has been held over for 2021.

Vendor	Vendor Type	Amount Paid	Description
Renewal by Andersen	Non-Food	\$200	Sponsorship
Renewal by Andersen	Non-Food	\$100	Space Fee
Supercuts	Non-Food	\$100	Space Fee
T Best Kettle Corn	Food	\$150	Space Fee
That Taco Guy	Food	\$200	Space Fee
TOTAL		\$750	

Attachments:
Final 2020 Budget (PDF)

Festivals Committee 2020 Proposed Budget and 2020 Actual Budget

4.b.1.a

PROPOSED 2020 BUDGET	
2019 Balance Forward	\$1,189
2020 City Appropriated Funds	\$10,000
INCOME AND EXPENSE - YEAR 2020	
Sponsorship	\$10,000
Artist Vendor Space \$50	\$400
Food/Beverage Vendor Space \$150/Food Truck \$200	\$4,200
Non-Food/Beverage Vendor	\$1,100
Application Fee - N/A	
Less Sales Tax	(\$240)
SUB-TOTAL	
PROPOSED INCOME - TASTE OF MEQUON	\$26,649
<u>Expenses Taste of Mequon</u>	
Entertainment Costs (includes tent and stage, sound and light system, Children's Activities, Magician, Obstacle Course)	\$10,000
Venue Site Costs	\$3,000
Marketing Costs (printing)	\$2,300
Transportation Cost-Shuttle	\$290
Misc. Event Supplies	\$2,000
Volunteer Appreciation	\$450
TOTAL PROPOSED EXPENSES TASTE OF MEQUON	\$18,040
TASTE OF MEQUON (Estimated deficit/surplus)	\$8,609
PROPOSED INCOME AND EXPENSE WWOM - YEAR 2020	
WWOM Sponsorship	
SUB-TOTAL	\$8,609
<u>Expenses Winter Wonderland of Mequon</u>	
Entertainment Costs	\$2,700
Venue Site Costs	\$600
Marketing Costs (printing)	\$100
Misc. Event Supplies	\$300
TOTAL PROPOSED EXPENSES WWOM	\$3,700
ENDING BALANCE	\$4,909
Approved: January 24, 2020	

ACTUAL 2020 BUDGET	
2019 Balance Forward	\$1,189
2020 City Appropriated Funds	\$10,000
INCOME AND EXPENSE - YEAR 2020	
Sponsorship	\$200
Artist Vendor Space \$50	
Redeposit Unused Stipend	
Food/Beverage Vendor Space	\$350
Non-Food/Beverage Vendor	\$200
SUB-TOTAL	\$11,939
Less Sales Tax	\$29
ACTUAL INCOME - TASTE OF MEQUON	\$11,910
<u>Expenses Taste of Mequon</u>	
Entertainment Costs (includes tent and stage, sound and light system, Children's Activities, Magician, Obstacle Course)	
Venue Site Costs	
Marketing Costs (printing)	
Transportation Cost-Shuttle	
Misc. Event Supplies	\$204
Volunteer Appreciation	
TOTAL ACTUAL EXPENSES TASTE OF MEQUON	\$204
TASTE OF MEQUON (Estimated deficit/surplus)	\$11,706
ACTUAL INCOME AND EXPENSE WWOM - YEAR 2019	
WWOM Sponsorship	
SUB-TOTAL	
<u>Expenses Winter Wonderland of Mequon</u>	
Entertainment Costs	\$1,400
Venue Site Costs	\$274
Marketing Costs (printing)	\$15
Misc. Event Supplies	\$304
TOTAL ACTUAL EXPENSES WWOM	\$1,993
ENDING BALANCE	\$9,713

Attachment: Final 2020 Budget (5809 : Final 2020 Budget)

TO: Festivals Committee
FROM: Justin Schoenemann, Assistant City Administrator
DATE: January 7, 2021
SUBJECT: Community Outreach Initiatives

Background

Over the last few months, the Public Welfare Committee has expressed interest in enhancing the City's community engagement and has spent time at several of its meetings discussing the subject. The Public Welfare Committee's goal is to find additional ways to establish bridges across the different demographics in the community, promote events open to the public, foster neighborliness, and enhance the feeling of community in the City. A number of different initiatives and approaches have been discussed regarding how the City could expand its community outreach and engagement on those fronts. One model that has garnered discussion is a volunteer committee that could endeavor to help establish a calendar of community events, provide a place where organizations could go to for information about hosting or collaborating on events, and share positive news about goings in the community. A copy of a proposed ordinance for a community outreach committee is attached to provide further insight into the type of work this proposed group could undertake together.

As the discussion evolved over several meetings, it was noticed that many of the goals of the proposed Community Outreach Committee overlap with the Festivals Committee's ordinance. The Festivals Committee ordinance states:

The Committee shall create, plan, promote and coordinate special events within the City, including *gatherings that bring together residents, community groups and businesses to promote neighborliness, civic spirit and a sense of community*. The Committee shall emphasize use of the city hall/town center civic plaza.

A copy of the Festivals Committee ordinance is also attached. The similar goals and descriptions between the Festivals Committee and the proposed Community Outreach Committee led the Public Welfare Committee to want to gather feedback from the Festivals Committee on the proposed outreach initiatives and structure ideas. Assistant City Administrator Justin Schoenemann will be in attendance at the Festivals Committee's January 14 meeting to share information and assist with the conversation.

Discussion

As mentioned, the intent behind the Community Outreach Committee is to help the City enhance community relations, community engagement, assist in building the sense of community, promote events, share news, and streamline communications. These targeted areas of improvement also relate to the duties of the Festivals Committee. With an eye towards efficiency and collaboration, the Public Welfare Committee is curious if the Festivals Committee would be interested in being a part of the new community outreach initiatives. Some of the ideas discussed include:

- Working with the Festivals Committee to see if there is any interest in reimagining both Committees into one that could bring new resources to bear for both festivals and expanded community outreach initiatives. If this idea is appealing, the new structure

could allow the Festivals Committee to explore maintaining the volunteer-driven model of running community events or exploring alternative models that would allow the Committee to direct events more administratively.

- Gauging interest of the Festivals Committee to have the proposed Community Outreach Committee be a sub-group of the Festivals Committee with new members who could work on the community outreach initiatives and potentially support the Festivals Committee's larger events.
- Explore having the Festivals Committee and Community Outreach Committee as separate entities that could endeavor to collaborate when opportunities arise.

The hope for the Festivals Committee's January 14 meeting is to have members share thoughts and feedback on the proposed ideas. Assistant City Administrator Schoenemann will help answer questions and take notes to bring back to the Public Welfare Committee. The Festivals Committee feedback will be used by the Public Welfare Committee as it works to enhance community outreach in 2021.

Attachments:

Community Outreach Proposed Ordinance Email (PDF)

Festivals Committee Ordinance (PDF)

From: [Glenn Bushee](#)
To: [Dale Mayr](#)
Cc: [Robert Strzelczyk](#); [Justin Schoenemann](#); [Lina Prosser](#)
Subject: Submission of Ordinance Draft and Motivation statement for Community Outreach Committee for August 12 Public Welfare agenda
Date: Tuesday, August 04, 2020 1:41:26 PM

First, please note that this is a post-only email and not meant to generate email discussion prior to the Wednesday meeting next week.

Chairman Mayr,

I reviewed the ordinances from several existing committees and ran into a little wall when reading the purpose line from the Festivals Committee:

The committee shall create, plan, promote and coordinate special events within the city, including **gatherings that bring together residents, community groups and businesses to promote neighborliness, civic spirit and a sense of community**. The committee shall emphasize use of the city hall/town center civic plaza.

I added the bolding to the part that essentially says exactly what I was thinking. However, I learned that the Festivals committee was established in 2013 to also utilize the newer town center area and Cedarburg road for events. This has resulted in two major annual events: Taste of Mequon and Winter Festival.

So, I'm kind of thinking that the Community Outreach committee will be similarly defined, but in areas exclusive of what the Festivals committee does. I have an overall description for the motivation of this new committee below, followed by my version of an ordinance.

Motivation

The main intent of this committee is to help establish bridges across the many different demographics within Mequon that reach out and positively impact segments within Mequon or as a whole. This can be in the form of age, religion, race, education, and more. Examples could include:

- Senior/ K-5 gatherings for reading, learning, plays
- Coordination across or within religious faiths for larger city events (ex: food drive for Thanksgiving, not a dialogue group, those already exist)
- Highlight race/ethnicity backgrounds somewhat like the spin-offs of Summerfest (eg: Italianfest, etc.) but not to be in competition with a Taste of Mequon, perhaps geared more towards cultural backgrounds and other unique abilities/knowledge brought to Mequon.

Mentorship programs since we have a high level of post-high school graduates to interact with younger groups concerning various career options and assistance in networking.

My intent here is to be inclusive in a positive way to the benefit of Mequon residents.

Ordinance

Creation:

The city shall have a committee known as the “City of Mequon Community Outreach Committee.”

Purpose:

The committee shall coordinate across various demographics within Mequon to create and promote improved communication and events that bring groups and businesses together to enhance the lives and sense of community in areas not addressed by the Festivals Committee.

Membership:

The committee membership shall:

- (a) Consist of eight citizen members nominated by each alderman representative and one citizen member nominated by the mayor.
- (b) Act as working members to carry out the decisions of the committee.

Chair and vice-chair:

The committee shall elect a chair and vice-chair from among its members in [Month of first full membership] of each year.

Powers and duties:

a. The committee shall:

- 1. Establish a community calendar of special events related to demographic groups that may impact or include a larger segment of the Mequon population.
- 2. Coordinate among different groups to enhance efficiency and scale of events to include, but not limited to, blood drives and food drives.
- 3. Special events will require a majority vote of the committee members to move forward.
- 4. Establish relationships with local businesses and resources to host special events, with no group being pressured to join any specific initiative.
- 5. Encourage fund raising opportunities to support events and/or to donations to 401(c) 3 community organizations that benefit others.
- 6. Recruit a volunteer base to assist with event coordination and information gathering.
- 7. Display calendar on city website to assist residents in seeking opportunities to

learn, assist, and promote events and to assist organizations and businesses to be aware of potential conflicts when planning meetings and events.

- b. The committee may recruit and appoint people other than committee members to the committee's subcommittees to assist in fulfilling its duties.

Deviation from general provisions:

- a. Section 2-424(c) shall not apply to the committee. The appointment of the chair and vice chair shall expire at the October monthly meeting in the year following their election.
- b. Section 2-427(a) shall not apply to the committee. Agendas shall be subject to section 2-427(c).

- Glenn Bushee
Alderman, Mequon District 2
Cell: 414-412-3857

DIVISION 8. - FESTIVALS COMMITTEE**Sec. 2-561. - Creation.**

The city shall have a committee known as the "City of Mequon Festivals Committee."

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-562. - Purpose.

The committee shall create, plan, promote and coordinate special events within the city, including gatherings that bring together residents, community groups and businesses to promote neighborliness, civic spirit and a sense of community. The committee shall emphasize use of the city hall/town center civic plaza.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-563. - Membership.

The committee shall consist of not fewer than seven and not more than 11 citizen members, as determined and nominated by the mayor. Owners and management of businesses located in the city who do not reside in the city are eligible to serve on the committee as citizen members.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-564. - Chair and vice-chair.

The commission shall elect a chair and vice-chair from among its members in October of each year.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-565. - Powers and duties.**(a) The committee shall:**

- (1) Identify, plan and promote community events with a goal of holding at least three events per year, including events in the Town Center.
- (2) Advise and make recommendations to the common council on future and existing special events of community-wide celebration.
- (3) Actively sponsor, coordinate, plan and work cooperatively with community-based organizations on special events of community-wide interest by promoting public celebration activities.
- (4) Develop a financial plan to help underwrite the expense of such events.
- (5) Recruit and maintain a volunteer base to help coordinate events.
- (6) Create and maintain an event policies and procedures resource manual designed to help ensure safe and quality events.

(b) The committee may recruit and appoint people other than committee members to the committee's subcommittees to assist the committee in fulfilling its duties.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-566. - Deviation from general provisions.

- (a) Section 2-424(c) shall not apply to the committee. The appointment of the chair and vice chair shall expire at the October monthly meeting in the year following their election.
- (b) Section 2-427(a) shall not apply to the committee. Agendas shall be subject to section 2-427(c).

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Secs. 2-567—2-580. - Reserved.

**Festivals Committee
2021 Work Plan
Updated:**

Month	Agenda Topics
January	➤ Introduce New Committee Members ➤ Elect Committee Chair ➤ Debrief Winter Event ➤ Approve 2020 Final Budget ➤ Determine 2021 Meeting Date and Time

Future Agenda Topics

• Set date for Taste of Mequon 2021 • Approve 2021 Fee Schedule • Approve Vendor Categories • Approve Vendor Checklist • Approve 2021 Meeting Schedule • Approve 2021 Proposed Budget • Approve 2021 Applications & Guidelines • Approve Shuttle Service Quote • Approve Main Tent and Stage Quote • Approve Main Stage Sound & Lighting • Approve KC Inflatables Quote • Approve Sound and DJ for Children's Area • Discuss ATMs • Arrange for mascots at Taste of Mequon • Discuss distribution of yard signs	• Discuss Children's Area • Discuss volunteer needs • Approve band list • Review sponsorship package • Approve Venue Equipment ➤ (4) lights ➤ Port-a-Johns ➤ 20-yard waste container ➤ (2) electronic flashers • Approve Volunteer Appreciation • Distribute Event Posters and Locations • Morning Check in Logistics • Placement of Event Yard Signs • Committee Event Contact Information • Event Promotion ➤ Website ➤ News Graphic Article ➤ Event Poster Locations & Distribution • Festival Grounds Map Review • Volunteer Update • Committee Member Event Assignment • Set date for winter event 2021
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2021 Completed Items

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