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FESTIVALS COMMITTEE
Wednesday, January 17, 2024
6:30 PM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

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

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. November Minutes

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

MOVED BY: Committee Member Liljegren

SECONDED BY: Member Conaty

AYES: White, Conaty, Benson, Liljegren, Luchins

ABSENT: Hohn, Johnson, McHenry, McLean

NOT PRESENT: Nerbun

3) Winter Wonderland Recap

The Menorah lighting was a great addition to the festival, but next year Hanukkah is 12/25-1/2. Maybe the Rabbi could speak about the upcoming Chanukkah events? The tree lighting occurred too late, needs to be moved up. Also, it was so cold, tents needed weights to stay closed. Maybe a tent with heaters could be rented or the singing could take place in the Council

Chamber next year. Paying Shully's to staff the hot chocolate station was discussed. Also, having a grocery store sponsor marshmallows to roast at the fire pits was mentioned. The Committee agreed to adjust next year's time frame to 3:30-5:30pm. Executive Assistant Enea will proceed with rebooking Santa Brian and the carriage.

4) Brainstorm for Third Event for Spring

The Committee discussed how the City always envisioned a third event to take place. It would need to take place in the Spring due to the timing of the other two events. Several ideas were discussed including: wine walk with Thiensville, art event with Foxtown, Redbud art festival, beer gardens at the Parks. Committee Member Nerbun suggested revisiting the statement of why the Committee was formed. It is a tremendous undertaking to start a new event and maybe the Committee could do it in partnership with someone.

5) Taste of Mequon Planning for 9/7

Committee Chair White discussed the work plan for Taste of Mequon and the hope is to distribute the workload so that the Committee can be more involved and organized leading up to the event. If a Committee Member is assigned a task, they will need to communicate with the Chair or Vice Chair if they are unable to complete the task. The Committee suggested adding trailer verbiage to the food truck size on the vendor application. The Committee approved the Sponsor letter and agreed that fireworks would be a nice addition moving forward because then attendees know the festival is over at the conclusion. After sending the letters, Committee Members may be asked to follow-up with sponsors that we don't hear back from. The Committee also discussed having Elite Fitness provide and manage the inflatables.

1. Approve Music

Hire Failure to Launch for \$3,500, The Panoptics for \$1,000, and the Vee Three for \$600.

RESULT: Approved by Voice Acclamation [Unanimous]

MOVED BY: Committee Member White

SECONDED BY: Nerbun

AYES: White, Conaty, Benson, Liljegren, Luchins, Nerbun

ABSENT: Hohn, Johnson, McHenry, McLean

6) Next Meeting Date and Time

A. Feb. 21 at 6:30pm

7) Adjourn

Committee Chair White moved to adjourn at 7:14 P.M. and Committee Vice Chair Conaty seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant