



Virtual Meeting  
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**FESTIVALS COMMITTEE**  
**Thursday, February 11, 2021**  
**6:30 PM**  
**Virtual Meeting**

**Minutes**

1) Call to Order, Roll Call

**Present:**

Committee Member Kirsten Hildebrand  
Committee Member Miranda White  
Committee Member Moshe Luchins  
Vice Chair Vanessa Nerbun  
Committee Member Janet Fussell  
Committee Member Dynami Al-Anjeri -- **Absent**

**Also Present:** Executive Assistant Prosser

2) Approval of Meeting Minutes

a. January 14, 2021 Minutes

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

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| <b>AYES:</b> Hildebrand, White, Luchins, Nerbun, Fussell |
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3) Discussion Items

**a. Taste of Mequon 2021**

Vice Chair Nerbun opened the discussion by stating that several of the area summer festivals have postponed their event to Fall of 2021. The Committee discussed whether to consider moving the date of Taste of Mequon to later in September or early October. Concerns were raised for the weather in late September, early October, and the start of school sports. Several members voiced their concern for the event taking place on September 11.

Member Hildebrand made a motion to hold Taste of Mequon on Saturday, September 11.

A question was raised as to whether the Mequon Thiensville Education Foundation will hold their color run this year. Vice Chair Nerbun will reach out to the Foundation to find out if they plan to hold the color run and report back at the next meeting. Member White volunteered to find out dates when other local festivals plan to hold their event and report back at next month's meeting. The members of the Committee decided to continue their discussion at the next month pending further information on the color run and local events.

Member Hildebrand withdrew her motion.

#### **b. 2021 Fee Schedule**

Executive Assistant Prosser provided the Committee with background information on the fee schedule, stating that at the January 27, 2020 meeting the Committee voted to increase the Food/Beverage vendor space fee by \$50 as well as the late fee by \$50. Ms. Prosser noted that prior to 2020, the Food/Beverage vendor space fee remained the same since 2013. The fees for Artist/Craftsman/Farmer's Market vendors and Non-Food/Beverage vendor were not increased in 2020. The Committee received a copy of the January 27, 2020 meeting minutes and the 2020 fee schedule.

The Committee discussed ways to help defray the cost for vendors, taking into consideration how difficult the past year has been for businesses. Member White noted that Cedarburg Festivals has not changed their prices for vendors this year. A suggestion was made to offer help to a vendor that is unable to afford the space fee.

Member Fussell moved to charge the 2019 rate for the Food/Beverage space fee, seconded by Vice Chair Nerbun. The Food/Beverage vendor space fee and late fee will be reduced by \$50.

#### **c. Draft 2021 Meeting Schedule**

The Committee accepted the 2021 meeting schedule as presented. The meetings of the Festivals Committee will take place on the second Thursday of the month at 6:30 p.m.

#### **4) Election of Chair**

A motion was made by Vice Chair Nerbun to nominate Member Kirsten Hildebrand as Committee Chair. Member Kirsten Hildebrand appreciated the nomination, however declined due to her current commitments.

A motion was made by Member Fussell to nominate Member Vanessa Nerbun as Committee Chair, seconded by Member Kirsten Hildebrand.

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| <b>RESULT:</b>      | <b>Approved by Voice Acclamation [Unanimous]</b> |
| <b>MOVED BY:</b>    | Committee Member Fussell                         |
| <b>SECONDED BY:</b> | Committee Member Hildebrand                      |

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| <b>AYES:</b> Hildebrand, White, Luchins, Nerbun, Fussell |
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5) Information Items

**a. 2021 Work Plan**

The Committee will continue their discussion on Taste of Mequon 2021 at the next meeting. Additional agenda items include committee member assignments, election of vice chair, review of 2021 applications, event guidelines, and 2021 proposed budget. Member Hildebrand requested a discussion on collecting a cover charge and Member White requested a discussion on social media.

6) Motion to adjourn the meeting at 7:29 PM.

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| <b>RESULT:</b>      | <b>Approved by Voice Acclamation [Unanimous]</b> |
| <b>MOVED BY:</b>    | Committee Member Hildebrand                      |
| <b>SECONDED BY:</b> | Committee Member White                           |

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| <b>AYES:</b> Hildebrand, White, Luchins, Nerbun, Fussell |
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Respectfully Submitted,

*Lina Prosser*  
*Executive Assistant*