



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

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Wednesday, February 16, 2022
6:30 PM
North Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. January Meeting Minutes
- 3) Application Updates
 - a. Artist Application
- 4) Vendor Updates
- 5) Review Sponsor Letter
- 6) Music Updates
- 7) Next Meeting Date and Time
 - A. March 16 at 6:30 P.M.
- 8) Adjourn

Dated: February 16, 2022

/s/ Vanessa Nerbun, 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
Wednesday, January 19, 2022
6:30 PM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Vanessa Nerbun
Vice Chair Kirsten Hildebrand
Committee Member Jenne Hohn
Committee Member Christine McLean
Committee Member Miranda White
Committee Member Janet Fussell -- **Absent**
Committee Member Tracy Johnson -- **Absent**
Committee Member Lisa Liljegren -- **Absent**
Committee Member Moshe Luchins -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. Dec. Meeting Minutes

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

MOVED BY: Committee Member White

SECONDED BY: Committee Member Hohn

AYES: Nerbun, Hildebrand, Hohn, McLean, White

ABSENT: Fussell, Johnson, Liljegren, Luchins

3) Winter Wonderland

A thank you letter was received from Family Sharing for Winter Wonderland's donation of 75 lbs of food and \$43 in cash. The Committee agreed to promote that more next year and to get the barrel ahead of time. The Committee then discussed the idea of collaborating with Thiensville next year to do a Christmas tree/Menorah lighting in front of the library. The Committee agreed to invite them to a meeting.

4) 2021 and 2022 Budgets

a. 2021 Final Budget

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

MOVED BY: Committee Member Hildebrand
SECONDED BY: Nerbun

AYES: Nerbun, Hildebrand, Hohn, McLean, White
ABSENT: Fussell, Johnson, Liljegren, Luchins

b. 2022 Budget

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

AYES: Nerbun, Hildebrand, Hohn, McLean, White
ABSENT: Fussell, Johnson, Liljegren, Luchins

5) Meeting dates for 2022

a. 2022 Meeting Dates

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

6) Taste of Mequon Prep

A. Inquiries received

One food and beverage inquiry had been received from That Taco Guy and another music act inquiry from Brett Newski & the No tomorrow.

B. Sponsors

The Committee agreed to solicit sponsors earlier this year. Committee Chair Nerbun and Executive Assistant will go through the list of previous sponsors before the next meeting.

C. Music

Committee Member Liljegren was not at the meeting but expressed interest in facilitating the bands again. The Committee agreed to assign that duty to her.

D. Vendor Application

The Committee talked about modifying the language on the artist application to be Juried. It was also discussed if there should be a charge for power and if the artist should provide pictures of their product(s). Committee Member White and Executive Assistant will work on the application and get it posted to the website. Committee Member White requested help from everyone with generating interest in the Facebook posts. If anyone would like to checkout a Festivals binder, contact Executive Assistant Enea. Committee Member Hohn would like to work on volunteer recruitment and the welcome station.

7) Next Meeting Date and Time

A. Wednesday, February 16 at 6:30 P.M.

8) Adjourn

Committee Assistant Chair Hildebrand moved to adjourn at 7:28 PM and Committee Member McLean seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant



**Saturday, September 10,
2022 NOON – 9:00 PM**

**ARTIST/CRAFTSMAN/FARMER'S MARKET
JURY APPLICATION**
Applicaton Deadline: June 3, 2022

VENDOR INFORMATION

Name of Vendor/Business:

Name of Contact Person:

Phone # of Contact Person:

Address:

City/State/Zip:

(Required)

E-Mail:

(Required)

Name of Emergency Contact Person:

(Required)

Phone # Emergency Contact Person:

VENDOR SPACE FEE

SPACE REQUIREMENT: (✓ appropriate space size)

Space Size	Before June 3	Check Appropriate Box (✓)	After June 3	Check Appropriate Box (✓)
10 x 10	\$50		\$75	
10 x 20	\$75		\$100	

Total Due _____

Total Due _____

The vendor space fee is non-refundable.



- **All vendors must be setup by 11:30 AM.**

APPLICATION CHECKLIST

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

- _____ Completed application
- _____ Provide 3 pictures of items that applicant will be selling
- _____ Check for space fee (payable to City of Mequon)
- _____ Completed S-240 Wisconsin Temporary Event Operator and Seller
- _____ Information Completed Release and Hold Harmless for Vendor Form

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. Applicant will receive an email within 14 business days of submittal if their application has been accepted.

The undersigned applicant agrees:

- 1) To adhere to the ***Taste of Mequon*** guidelines as provided in the artist/craftsman 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 Form S-240 Wisconsin Temporary Event Operator and Seller Information Received: _____

Emergency Information Recorded: _____

Approved: January 20, 2022



ARTIST/CRAFTSMAN/FARMER'S MARKET VENDOR GUIDELINES

- Set up is between 9:00 AM – 11:30 AM on the day of the festival.
- **All vendors must be setup by 11:30 AM.**
- Vendors will be allowed to breakdown at 6:00 PM.
- Vendors must provide their own tent, tables, and chairs.
- Electricity is not provided to non-food vendors.
- All vendors are responsible for liability within their space as well as any loss, theft, or damage. Vendors are responsible for their own insurance.
- Payment is due in full at time of application.

S-240 Wisconsin Temporary Event Operator and Seller Information

Sellers at Temporary Events

Wis. Stat. § 73.03(38) requires an operator of a temporary event to obtain information from sellers selling merchandise or services at a temporary event, including those whose sales may be exempt from sales tax.

Please complete the "Seller" portion of the enclosed Form S-240 Wisconsin Temporary Event Operator and Seller Information provided, sign and date the form and submit with the event application.

Inclement Weather

If inclement/severe weather is predicted for the day of the event, a cancellation announcement will be posted on the City of Mequon's website (www.ci.mequon.wi.us) by 6:00 AM on the morning of the event. To hear a recorded message of the event cancellation, call (262) 236-2941.

An alternate event date will not be provided due to inclement weather.

Approved: January 20, 2022

Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.

Instructions on reverse side.

E V E N T O P E R A T O R	PART A: Event Information: To be completed by the operator of the temporary event 1. Name of Temporary Event _____ 2. Date(s) of Temporary Event _____ 3. Location of Temporary Event (e.g., Venue, City) _____ PART B: Operator Information: To be completed by the operator of the temporary event 1. Name and Address _____ 2. Daytime Telephone Number () _____ 3. Email Address _____ 4. Wisconsin Tax Account Number _____ - _____ - _____ If blank, check appropriate box: ☐ No Taxable Sales ☐ Exempt under Occasional Sales Rule ☐ Exempt Nonprofit Organization ☐ Other – Explain: _____
	PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event. THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS 1. Legal Name _____ 2. Business Name _____ 3. Address (Street or Route) _____ 4. City, State and Zip Code _____ 5. Home Telephone Number () _____ Business Telephone Number () _____ 6. Wisconsin Tax Account Number _____ - _____ - _____ 7. Social Security Number X X X - X X - _____ 8. Federal Identification Number (FEIN) X X - X X X _____ 9. Check one box indicating the type of activity you intend to engage in at this event: ☐ Selling Taxable Merchandise or Service ☐ Selling Exempt Merchandise or Service ☐ Direct Sellers, Company Name _____ ☐ Display Only ☐ Exempt under Occasional Sales Rule ☐ Nonprofit Organization

I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Print Name: _____

Signature: _____ Date: _____

Information about temporary events, including forms, instructions and Common Questions can be found on the Department of Revenue's website at revenue.wi.gov/html/temevent.html. If you have additional questions, please contact the Department of Revenue by email at DORBusinessTax@revenue.wi.gov or telephone at (608) 266-2776. See reverse side for submission instructions.

**** Do not email event reports to maintain confidentiality of seller information ****

Instructions for Completing Operator and Seller Information

EVENT OPERATOR:

An "operator" is defined as a person or entity (such as an individual, association, partnership, corporation, or non-profit organization) that arranges, organizes, promotes, or sponsors an event. An operator may also be referred to as an organizer, exhibitor, or decorator. An operator may or may not be the owner of the property or premises where the event takes place. An operator may also be a seller at the event.

Note: A Wisconsin tax account number (formerly seller's permit) is required if selling taxable merchandise or services. Admission fees are subject to sales tax in Wisconsin.

Step 1: Complete Parts A and B.

Step 2: Provide a copy of *Wisconsin Temporary Event Operator and Seller Information* (Form S-240) with Parts A and B completed to each seller participating in your event.

To obtain additional copies of Form S-240 go to the Department of Revenue's website at revenue.wi.gov/forms/sales/index.html. If you prefer, you may use the fill-in form available from the same website.

Step 3: Submission – Event Operator.

Submit compiled vendor information to the department as soon as possible but no later than 10 days from event closing using one of the following methods:

- **Electronic Reporting:** If you have all the required sellers' information, use the Excel spreadsheet provided at revenue.wi.gov/html/temevent.html. (Excel viewer is available.) Fill in the information for all sellers participating at the event and submit using the department's secure file transmission application at revenue.wi.gov/eserv/wteptran.html or by U.S. Mail. **Do not email event reports to maintain confidentiality of seller information.**
- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program
Wisconsin Department of Revenue
PO Box 8910
Madison WI 53708-8910

Revenue Field Agents attend temporary events to verify registration of sellers. Sellers must have evidence of their Wisconsin tax account number at the event.

SELLER:

A "seller" is defined as a person or entity involved with selling merchandise or providing taxable services at a temporary event. A seller may also be referred to as a vendor, exhibitor, or booth owner.

Important: This form is not an application for a **Wisconsin Tax Account Number**. If you do not already have a tax account number but are required to, you will need to apply for one directly with the Department of Revenue prior to the event. You can apply online or download an application, *Application for Business Tax Registration* (Form BTR-101) on the department's website, revenue.wi.gov/forms/sales/index.html. Not all sellers are required to obtain a Wisconsin tax account number. Some of the reasons a seller may not need a tax account number are:

- The seller only sells tax-exempt items, such as vegetables for home consumption.
- The seller is only displaying at the event, no onsite orders are being taken, and taxable merchandise is not later shipped into Wisconsin.
- The seller qualifies for the occasional sale exemption. (See Publication 228, *Temporary Events*.)

If you have questions regarding applying for a Wisconsin tax account number, contact any Department of Revenue office, visit our website, or call (608) 266-2776.

Step 1: Complete Part C (event operator should complete Parts A and B).

Line 1: Enter your individual, partnership, association, or corporate name.

Line 2: Enter your business name, if different.

Line 3: Enter the address of the physical location of your business. If different, also provide your mailing address.

Line 6: Enter your 15-digit Wisconsin tax account number. You can find this number on your Form ST-12.

This number is **not** your 6-digit seller's permit number issued to you prior to December 31, 2002.

Lines 7 & 8: Enter the last four digits of your social security number and/or federal employer identification number. This is required under sec. 73.03(38), Wis. Stats., if you do not provide a tax account number.

Step 2: Submit completed form to event operator on or before the first day of the event.

Vendor	Participated in 2019	Participated in 2021	Liquor License	2022
Artist/Craftsman Vendors				
C Squared Wood Products	Yes	Yes		
Lana Voskoboynik	Yes	No		
JLEE Studio - Wearable Art	Yes	Yes		
Dynami Couture	Yes	No		
Elegant Henna Tattoo	No	Yes		
Hiawatha Wood LLC		Yes		Interested
Tobin Jewelers	Yes	Yes		
Total Artist/Craftsman Vendors	5	5		
Non-Food Beverage Vendors				
Advanced Wildlife & Pest Control		Yes		
D & D Cards and Gifts		Yes		
Dog Gone Treats		Yes		Interested
Feed Bag Pet Supply Co.	Yes	No		
Supercuts	Yes	Canceled		No
Mequon Community Foundation		Yes		
Mequon Nature Preserve		Interested		
Mequon Thiensville Chamber of Commerce	Yes	Yes		
Mequon Thiensville Historical Society	Yes	Yes		
Christ Alone Evangelical Lutheran Church	Yes	Yes		

BE Martial Arts, LLC	Yes	Yes		
Renewal by Andersen	Yes	Yes		
StretchLab		Yes		
Knowledge Edge	Yes	Yes		
Mathnasium of Mequon	Yes	Yes		Yes
Total Non-Food/Beverage Vendors	8	12		1
Food Beverage Vendors				
Appe Thai	Yes	Yes		
Atlas BBQ	Yes	Yes		
Bartolotta Mr. B's Steakhouse Mequon	Yes	No		
Blue Cow Creperie	Yes	No		
Bubble Waffle Shoppes	Yes	Canceled week of		
Café Hollander	Yes	Declined		No
Cocoa Tree Confectionery (Gelato)		Yes		
Corazon (Food Truck)		No		
Delicately Delicious	Yes	No		
Dr Dawg	Yes	Yes		
Vendor	Participated in 2019	Application Received for 2022	Liquor License	2022
Drift	Yes	No		
Falafel Guys, LLC	Yes	Yes		Yes
Foxtown Brewing		No		
glaze, LLC	Yes	Yes		

Happy Dough Lucky	Yes	No		
Immy's African Cuisine	Yes	Yes		
Julie's Blue Ribbon Cookies		Canceled week of		
Leonardo's Pizza	Yes	Yes	Yes	
Mequon Chancery	Yes	No		
Mequon Police Association	Yes	No		
River Club		No		
Sendik's	No	No		Interested
Shully's Cuisine	Yes	No		No
SIP MKE		Yes	Yes	
Stilt House	Yes	Canceled day of	Yes	
T. BEST Kettle Corn Co.	Yes	Unable to Attend		
That Taco Guy	Yes	Unable to Attend		Yes
The Cheel	Yes	Yes		
Baaree	Yes	Yes	Yes	
Daily Taco		Yes		
eeat.us	Yes	Yes		
The Dive	Yes	Yes		
The Nutman Company USA, Inc.	Yes	Yes		Yes
The Ruby Tap	Yes	Yes	Yes	
Thiensville-Mequon Lion's Club	Yes	Yes	Yes	

Tropical Pops		Yes		
Yummy Bones		Yes		
Total Food/Beverage Vendors	24	19	6	3



February 18, 2022

Contact Name
Business Name
Business Address
Mequon, WI 53092

Dear Taste of Mequon Sponsor;

We are writing to invite you to once again join us as a proud partner of Taste of Mequon. This year we are celebrating our 9th anniversary.

Taste of Mequon has proven to be an excellent avenue 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 10, 2022 from Noon – 9:00 P.M. As a sponsor, you will receive recognition in a variety of ways which are outlined on the following materials.

The community response has been impressive with the attendance growing significantly each of the past eight years. 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,

Vanessa Nerburn
Chair, Festivals Committee
Vbrown11@hotmail.com
262-225-5236

Kirsten Hildebrand
Vice Chair, Festivals Committee
kirstenhildebrand@gmail.com
414-409-7122

Attachment: Sponsor Package 2022 (7043 : Sponsor Letter)



LEVELS OF SPONSORSHIP

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

PACKAGES					
	100	250	500	1,500	3,000
Logo acknowledgement in all print; flyers, posters, and other print material.			X	X	X
Name acknowledgement in all print; flyers, posters and other print material.		X	X	X	X
Acknowledgment in web-based marketing	X	X	X	X	X
Name on each main event banner		X	X	X	X
Acknowledgement in City of Mequon electronic newsletter (s)	X	X	X	X	X
Logo on each main event banner			X	X	X
Individual Event Banner				X	X
Organization's name acknowledged in press releases	X	X	X	X	X
Organization's name acknowledged in letters to editor	X	X	X	X	X
Main Stage Signage (both events)					X

Business Name:

Address:

City:

State:

Zip Code:

Phone Number:

Email:

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

Package Levels

_____ \$3,000

_____ \$1,500

_____ \$500

_____ \$250

_____ \$100

_____ Other

Please mail form and check to:

Mequon City Hall, 11333 N. Cedarburg Road, Mequon WI 53092 no later than **July 16, 2021** to be included in Taste of Mequon collateral and print materials.

For sponsors of \$500 and above e-mail your company's logo to: cenea@ci.mequon.wi.us

*Please note: name/business listing on collateral materials are subject to print deadlines. Taste of Mequon sponsorship must be confirmed no later than **July 16, 2021**.