



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

[www.ci.mequon.wi.us](http://www.ci.mequon.wi.us)

**FESTIVALS COMMITTEE**  
**Wednesday, March 9, 2022**  
**6:30 PM**  
**North Conference Room**

**Minutes**

1) Call to Order, Roll Call

**Present:**

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

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. February Minutes

**RESULT:** **Approved by Voice Acclamation [Unanimous]**  
**MOVED BY:** Committee Member Liljegren  
**SECONDED BY:** Committee Member McLean

|                |                                                 |
|----------------|-------------------------------------------------|
| <b>AYES:</b>   | Nerbun, Hohn, Liljegren, Luchins, McLean, White |
| <b>ABSENT:</b> | Hildebrand, Fussell, Johnson                    |

3) Sponsor Updates

Sponsor letters were mailed out after last month's meeting. Olsen's Piggly Wiggly has submitted their sponsorship materials. Committee Member White said the Mom's Club might not have the funds, but might be interested in volunteering instead. Also, it is better to send the letter to them via email in future years.

4) Music Updates

Committee Member Liljegren proposed three new bands for this year: The Fallback for the opening act that is comprised of West Bend and Concordia students. The Whiskey Belles are available this year and they could be the middle act. The Docksidiers, play yacht rock and recently sold-out the Pabst Theater, would be the headliner. The Committee approved \$2,700 for the band budget and for Committee Member Liljegren to move forward with contracts.

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

**MOVED BY:** Committee Member McLean

**SECONDED BY:** Committee Member White

**AYES:** Nerbun, Hohn, Liljegren, Luchins, McLean, White

**ABSENT:** Hildebrand, Fussell, Johnson

5) Other Updates

Committee Chair Nerbun reported how the meeting with Thiensville went. There was interest on both sides about possibly teaming up on certain events. A future meeting is being explored with the Chamber of Commerce. Three new vendors have submitted applications: Tobin Jewelers, M-T Historical Society, and Garden Art by Dave. Dog Gone Great LLC, a food truck for dogs, expressed interest. There are 3 vacant seats on the Committee that need to be filled, reach out to anyone that might be a good fit.

6) Discussion Items

a. Non-selling Vendors/Community Corner

The Committee discussed allowing vendors that are not selling anything, like non-profits. They would need to bring an activity of entertainment value. Like with the artists, the submitted activity would be juried and pictures & rules would need to be submitted. Committee Member White will research the language and suggested extending the Committee's time to respond. This will be discussed again at the next meeting.

7) Next Meeting Date and Time

A. April 20 at 6:30 P.M.

The next meeting was moved to April 13 at 6:15 P.M.

8) Adjourn

Committee Member Liljegren moved to adjourn at 7:38 P.M. Committee Member Hohn seconded.

Respectfully Submitted,

*Carrie Enea*  
*Executive Assistant*