



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

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Thursday, March 11, 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) Approval of Meeting Minutes
Action requested: review and approve
 - a. February 2021 Minutes
- 3) Election of Vice-Chair
- 4) Discussion Items
Action requested: discuss and take action as needed
 - a. Taste of Mequon 2021 (continued)
 - b. Set Taste of Mequon Date & Time
 - c. Approve 2021 Proposed Budget
 - d. 2021 Event Forms
 - i) Food/Beverage Vendor Application/Guidelines
 - ii) Food/Beverage Vendor Check List
 - iii) Non-Food Vendor Application/Guidelines
 - iv) Artist/Craftsman/Farmer's Market Application/Guidelines
 - e. Committee Member Event Assignments

- f. Event Cover Charge
- g. Social Media

5) Information Items

Action requested: discuss and take action as needed

- a. Work Plan

6) Next Meeting Date and Time: April 8, 2021; 6:30 p.m.

7) Adjourn

Dated: March 11, 2021

/s/ Vanessa Nerbun, 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, 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

AYES: 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.

Attachment: DRAFT 2 11 2021 MFC Minutes (5972 : February 2021 Minutes)

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.

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

AYES: Hildebrand, White, Luchins, Nerbun, Fussell

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.

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

AYES: Hildebrand, White, Luchins, Nerbun, Fussell

Respectfully Submitted,

Lina Prosser
Executive Assistant

Attachment: DRAFT 2 11 2021 MFC Minutes (5972 : February 2021 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: March 11, 2021
SUBJECT: Taste of Mequon 2021 (continued discussion)

At the Committee's February 11 meeting, a discussion was held on whether to consider moving Taste of Mequon to the latter part of September or early October based on other local festival organizers postponing their summer event until fall. During the discussion, concerns were raised for the weather in late September, early October, the start of school sports and for the event taking place on September 11.

The members of the Committee decided to continue their discussion at their next meeting pending further information on the Color Run and local events.



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Office of Administration

TO: Festivals Committee
FROM: Lina Prosser, Executive Assistant
DATE: March 11, 2021
SUBJECT: 2021 Proposed Budget

Attached for the Committee's review and approval is the 2021 proposed budget.

The 2020 proposed and actual budget along with the 2019 actual budget is provided for comparison.

Attachments:
Festivals Committee Proposed 2021 Budget (PDF)
2019 Actual (PDF)

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
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

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
Less Sales Tax	(\$29)
SUB-TOTAL	\$721
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 WINTER EVENT - YEAR 2020	
WWOM Sponsorship	
SUB-TOTAL	
<u>Expenses Winter Event</u>	
Entertainment Costs	\$1,400
Venue Site Costs	\$274
Marketing Costs (printing)	\$15
Misc. Event Supplies	\$304
TOTAL ACTUAL EXPENSES WINTER EVENT	\$1,993
ENDING BALANCE	\$9,713

PROPOSED 2021 BUDGET	
2019 Balance Forward	\$9,713
2020 City Appropriated Funds	\$2,500
INCOME AND EXPENSE - YEAR 2020	
Sponsorship	\$6,000
Artist Vendor Space \$50	\$400
Food/Beverage Vendor Space \$100/Food Truck \$150	\$3,200
Non-Food/Beverage Vendor	\$1,100
Less Sales Tax	(\$240)
SUB-TOTAL	
PROPOSED INCOME - TASTE OF MEQUON	\$22,673
<u>Expenses Taste of Mequon</u>	
Entertainment Costs (includes tent and stage, sound and light system, Children's Activities, Magician, Obstacle Course)	\$7,500
Venue Site Costs	\$3,000
Marketing Costs (printing)	\$1,000
Transportation Cost-Shuttle	\$350
Misc. Event Supplies	\$2,000
Volunteer Appreciation	\$450
TOTAL PROPOSED EXPENSES TASTE OF MEQUON	\$14,300
TASTE OF MEQUON (Estimated deficit/surplus)	\$8,373
PROPOSED INCOME AND EXPENSE WINTER EVENT - YEAR 2021	
WWOM Sponsorship	
SUB-TOTAL	\$8,373
<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 WINTER EVENT	\$3,700
ENDING BALANCE	\$4,673

ACTUAL 2019 BUDGET	
2018 Balance Forward	\$238
2019 City Appropriated Funds	\$10,000
INCOME AND EXPENSE - YEAR 2019	
Sponsorship	\$6,650
Artist Vendor Space \$50	\$175
Redeposit Unused Stipend	\$120
Food/Beverage Vendor Space	\$3,100
Non-Food/Beverage Vendor	\$1,100
SUB-TOTAL	\$21,383
Less Sales Tax	(\$236)
ACTUAL INCOME - TASTE OF MEQUON	\$21,147
<u>Expenses Taste of Mequon</u>	
Entertainment Costs (includes tent and stage, sound and light system, Children's Activities, Magician, Obstacle Course)	\$8,854
Venue Site Costs	\$2,722
Marketing Costs (printing)	\$1,444
Transportation Cost-Shuttle	\$290
Misc. Event Supplies	\$2,446
Volunteer Appreciation	\$450
TOTAL ACTUAL EXPENSES TASTE OF MEQUON	\$16,206
TASTE OF MEQUON (Estimated deficit/surplus)	\$4,941
ACTUAL INCOME AND EXPENSE WWOM - YEAR 2019	
WWOM Sponsorship	
SUB-TOTAL	
<u>Expenses Winter Wonderland of Mequon</u>	
Entertainment Costs	\$2,725
Venue Site Costs	\$647
Marketing Costs (printing)	\$24
Misc. Event Supplies	\$357
TOTAL ACTUAL EXPENSES WWOM	\$3,753
ENDING BALANCE	\$1,189

TO: Festivals Committee
FROM: Lina Prosser, Executive Assistant
DATE: March 11, 2021
SUBJECT: 2021 Event Forms

Attached for the Committee's review are the 2021 draft vendor applications, vendor guidelines, and Food/Beverage vendor check list.

A. FOOD/BEVERAGE VENDOR APPLICATION

The Committee voted to change the Food/Beverage vendor space fee back to the 2019 rate at the February 11, 2021 meeting, reducing the space fee and late fee by \$50. The attached 2021 Food/Beverage vendor application includes the 2019 rate.

The following information is required to update the Food/Beverage vendor application:

- Taste of Mequon Date
- Application Deadline

Below are suggested changes to the Food/Beverage vendor guidelines:

What to Bring to the Event – add - To ensure a successful event setup, please refer to the Taste of Mequon Food Vendor Checklist.

Inclement Weather – change to: An alternate event date will not be provided due to inclement weather.

B. NON-FOOD/BEVERAGE VENDOR APPLICATION

The following information is required to update the Non-Food Beverage application:

- Taste of Mequon Date
- Application Deadline

Below is a suggested change to the Non-Food/Beverage vendor guidelines:

Inclement Weather – change to: An alternate event date will not be provided due to inclement weather.

C. ARTIST/CRAFTSMAN/FARMERS MARKET APPLICATION

The following information is required to update the Artist/Craftsman/Farmers Market application:

- Taste of Mequon Date

- Application Deadline

Below is a suggested change to the Artist/Craftsman/Farmers Market vendor guidelines:

Inclement Weather – change to: An alternate event date will not be provided due to inclement weather.

Attachments:

TASTE OF MEQUON FOOD BEVERAGE VENDOR APPLICATION 2021 (DOCX)

TASTE OF MEQUON FOOD BEVERAGE VENDOR GUIDELINES 2021 (DOCX)

Vendor Check List (PDF)

TASTE OF MEQUON NON FOOD BEVERAGE VENDOR APPLICATION 2021
(DOCX)

TASTE OF MEQUON NON FOOD BEVERAGE VENDOR GUIDELINES 2021
(DOCX)

ARTIST CRAFTSMAN FARMERS MARKET APPLICATION 2021 (DOCX)

ARTIST CRAFTSMAN GUIDELINES 2021 (DOCX)



Date To Be Determined
NOON – 9:00 PM

FOOD/BEVERAGE VENDOR APPLICATION
Application Deadline: TBD

Deleted: SATURDAY, SEPTEMBER 12, 2020

VENDOR INFORMATION

Name of Vendor/Business:

Name of Contact Person:

Phone # of Contact Person:

Address:

City/State/Zip:

Food Trucks: What window do you use to provide service?

(Required)
E-Mail:

(Required)
Name of Emergency Contact Person:

(Required)
Phone # Emergency Contact Person:

VENDOR SPACE FEE AND SPACE REQUIREMENT (✓ appropriate space size)

Space Size	June 5-2	Check Appropriate Box (✓)	After June 5-2	Check Appropriate Box (✓)
10 X 10	\$150 \$100		\$200 \$150	
10 X 20	\$200 \$150		\$250 \$200	
Food Truck	\$200 \$150		\$250 \$200	

Total Due \$

Total Due \$

The vendor space fee is non-refundable. Please make checks payable to: City of Mequon

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

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

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ITEMS YOU WILL BE SELLING

List pre-packaged items:

Item(s) for Sale	✓
Food	
Wine	
Beer	

EVENT LICENSES

Temporary Restaurant License/Mobile Restaurant License (Food Trucks)

In order to participate, a current *Temporary Restaurant License* is required. For information on obtaining a temporary restaurant license, contact the Washington Ozaukee Public Health Department at:

Washington County Office
333 E. Washington Street, Suite 1100
West Bend, WI 53095
(262) 335-4462

Ozaukee County Office
121 W. Main Street
Room #246
Port Washington, WI 53074
(262) 284-8170

Washington or Ozaukee Counties Only

For vendors not traveling outside of Washington or Ozaukee Counties, contact the Washington Ozaukee County Public Health Department for a Temporary Food License.

Contact:

Mark Carlson R.E.H.S.
Environmental Health Specialist

Washington Ozaukee Public Health Department
121 Main Street Room 246
Port Washington, WI 53074
262.284.8170
Mark.Carlson@washozwi.gov
website: washozwi.gov

Vendors selling pre-packaged items to take home (such as jams, honey, baked goods, sauces, cheese) must provide proof of exemption for sale of pre-packaged non-potentially hazardous foods.

Liquor License/Bartender License

For information about obtaining a liquor and bartender license, please contact Mequon City Hall, City Clerk's office (262) 236-2914. **Deadline to apply for a liquor license/bartender license is ~~June 19, 2020~~. Friday, June 11, 2021**

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

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ELECTRICAL OUTLETS REQUIRED: (✓ required number of outlets)

In an effort to best accommodate the needs of all our food vendors it would be helpful for you to indicate the number of outlets necessary to run your operation. All outlets are 20 amps.

A maximum of three outlets will be available per vendor. Please select (✓) the number of outlets you will require below.

1 outlet	
2 outlets	
3 outlets	

Electricity is not available for food trucks in certain areas of the festival grounds. Food trucks should be prepared to use their own generator.

FIRE SAFETY INSPECTION

The City of Mequon Fire Department will be inspecting all food vendors that are engaged in cooking operations. All vendors must pass a pre or day of Fire Safety Inspection to participate.

Mobile food preparation facilities such as "Food Trucks or Trailers" may contact Deputy Chief Kurt Zellmann for a pre-event inspection to prevent any day of event issues or answer any questions in advance.

Tent cooking operations (non-vehicle based) may also contact Deputy Chief Zellmann in advance of the event to discuss any operations and ensure pre-determined compliance with equipment, clearances and fire suppression requirements or equipment.

Deputy Chief Kurt Zellmann
kzellman@ci.mequon.wi.us
 Phone: 414-254-0369

COOKING EQUIPMENT

Indicate # of LP gas tanks you will use. _____

Will you be using a charcoal grill? Yes _____ No _____

APPLICATION CHECKLIST

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

- _____ Completed application
- _____ Check for space fee (payable to City of Mequon)
- _____ Certificate of Insurance
- _____ Completed S-240 Wisconsin Temporary Event Operator and Seller Information
- _____ Completed Release and Hold Harmless for Vendor Form
- _____ Copy of Temporary Restaurant License/Mobile Restaurant License (Food Truck)
- _____ A list of menu items

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

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SEND COMPLETED APPLICATION AND FORMS TO:

Mequon City Hall
 11333 N. Cedarburg Road
 Mequon, WI 53092
 Attn: Lina Prosser, Executive Assistant
Fax: 262-242-9819
E-Mail: lprosser@ci.mequon.wi.us

Questions? Please call Lina Prosser, Mequon City Hall (262) 236-2941.

The undersigned applicant agrees:

- 1) To adhere to the ***Taste of Mequon*** guidelines as provided in the food/beverage 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 Certificate of Insurance Received: _____ Date Form S-240 Received: _____
 Date Copy of Temporary Restaurant License Received: _____
 Emergency Information Recorded: _____

Approved: _____

Deleted: February 24, 2020

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092



FOOD/BEVERAGE VENDOR GUIDELINES

➔ All vendors must be setup by 11:30 AM.

- A WI Seller's Permit Number is required from vendors selling a product(s).
- Electricity is limited to certain areas of the festival grounds. No private generators are allowed, unless previously authorized by the Mequon Festivals Committee.
- A fire safety inspection is required by the City of Mequon Fire Department.
- Vendors must remain in booth space.
- Setup is between 9:00 AM – 11:30 AM on Cedarburg Road in front of Mequon City Hall. Detailed instructions for load-in and set-up will be emailed approximately one week prior to the event.
- Set-up must be completed by 11:30 AM and booths must be staffed from noon to event close at 9:00 PM.
- At conclusion of the event, all trash must be placed in containers provided and the space left in the same condition as it was prior to setup.
- No early breakdowns. Breakdown is after 9:00 PM.
- All vendors are responsible for liability within their space as well as any loss, theft or damage.
- Vendors are responsible for their own insurance.
- All licenses must be posted within the vendor's booth during the event.

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.

Certificate of Insurance

A valid and in-force **Certificate of Insurance** naming the City of Mequon as additionally insured and evidencing the following coverage must be provided with application in order to participate:

- General Liability in the minimum aggregate amount of \$1,000,000, **and on which certificate is listed the City of Mequon as an additional insured;**
- Automobile liability in the minimum aggregate coverage of \$1,000,000;
- Workers Compensation.

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

What to Bring to the Event

To ensure a successful event setup, please refer to the *Taste of Mequon Food Vendor Checklist* provided with the application package.

- **Duct tape to secure electrical cords**
- Fire extinguisher
- Vendor must provide their own tent, table and chairs
- A clamp light with a fluorescent or LED bulb for lighting and an extension cord for the light. Electricity will be provided for the light.
- Hand washing setup with hot water
- Paper toweling
- Gloves
- Hair restraints
- **A 10 or 12 gauge extension cord for every outlet you will need. Length of cord (50' or 100') will depend on how far away you are located from an outlet. A common household extension cord is not acceptable.**

Inclement Weather

An alternate event date will not be provided due to 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.

Approved:

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

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Taste of Mequon Food Vendor Checklist*Use this helpful checklist to ensure a successful event setup.***Events Promotion - What you can do**

- _____ Request a lawn sign / event poster
- _____ Add event to your website and/or Facebook page
- _____ Share the Taste of Mequon Facebook Event page

Set Up 9:00 a.m to 11:30 a.m.

- _____ Detailed instructions for load-in (emailed to you one week prior to event)

All vendors must be setup by 11:30 AM.**Event Licenses/Cert of Insurance**

- _____ Obtain Food License
- _____ Obtain Event-issued beer/wine licenses
- _____ Obtain Certificate of Insurance

Postings

- _____ Display Food License
- _____ Display Event-issued beer/wine licenses
- _____ Restaurant Signage
- _____ Menu Board

Commonly Used Supplies

- _____ Apron
- _____ Cash, card swipes
- _____ Chairs
- _____ Cooking equipment (utensils, tanks, grills, etc.)
- _____ Cooler / ice
- _____ Decorations
- _____ Duct tape
- _____ Fire Extinguisher
- _____ Flatware, napkins, etc.
- _____ Food Supplies - enough to last until 9:00 p.m.
- _____ Garbage bags/can
- _____ Gloves
- _____ Hair restraints
- _____ Hand washing setup with hot water
- _____ Napkins
- _____ Paper towels
- _____ Paper plates
- _____ Pens, paper, business cards
- _____ Tables
- _____ Table cloths
- _____ Tent
- _____ Tent weights (in the event of wind)
- _____ Towels (in the event of rain)

Breakdown 9:00 p.m.

All trash placed in containers provided
 Space left in the same condition prior to
 setup

Power

- _____ Booth lighting. Clamp light with a fluorescent or LED bulb
- _____ Light duty extension cord for lighting. Household extension cords are not permitted.
- _____ **10 or 12 gauge 50' or 100' extension cord for every outlet utilized**
- _____ Generators - private generators are not allowed unless previously authorized by the Mequon Festivals Committee.

Reminders

Walking the grounds to sell merchandise or handouts is prohibited
 Vendors must remain in booth space



Date To Be Determined
NOON – 9:00 PM

NON-FOOD/BEVERAGE VENDOR APPLICATION
Application Deadline: TBD

Deleted: SATURDAY, SEPTEMBER 12, 20

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 AND SPACE REQUIREMENT (✓ appropriate space size)

Space Size	June 5-7	Check Appropriate Box (✓)	After June 5-7	Check Appropriate Box (✓)
10 x 10	\$100		\$150	
10 x 20	\$150		\$200	
Total Due \$			Total Due \$	

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The vendor space fee is non-refundable. Please make check payable to: City of Mequon

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

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

LIST ITEMS YOU WILL BE SELLING

PLEASE NOTE MEQUON FESTIVALS BUSINESS POLICY: Businesses/non-profit organizations that do not sell or provide festival-related goods/services are required to pay \$200 toward the Committee's cost of a children's entertainer. Said entertainer shall share your tent, with the express purposes of promoting your business/organization and providing interactive entertainment for the festival.

ELECTRICAL OUTLETS REQUIRED: (✓ required number of outlets)

In an effort to best accommodate the needs of all our vendors it would be helpful for you to indicate the number of outlets necessary to run your operation. All outlets are 20 amps.

A maximum of three outlets will be available per vendor. Please select (✓) the number of outlets you will require below.

1 outlet	
2 outlets	
3 outlets	

Electricity is not available within the library parking lot and only in certain areas along Cedarburg Road.

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APPLICATION CHECKLIST

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

- _____ Completed application
- _____ 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

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

SEND COMPLETED APPLICATION AND FORMS TO:

Mequon City Hall
 11333 N. Cedarburg Road
 Mequon, WI 53092
 Attn: Lina Prosser, Executive Assistant
 Fax: 262-242-9819
 E-Mail: lprosser@ci.mequon.wi.us

Questions? Please call Lina Prosser, Mequon City Hall (262) 236-2941

The undersigned applicant agrees:

- 1) To adhere to the ***Taste of Mequon*** guidelines as provided in the food/beverage 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: _____

Approved: ▼

Deleted: February 24, 2020

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092



NON-FOOD/BEVERAGE VENDOR GUIDELINES

➔ All vendors must be setup by 11:30 AM.

- A WI Seller's Permit Number is required from vendors selling a product(s).
- Electricity is limited to certain areas of the festival grounds. No private generators are allowed, unless previously authorized by the Mequon Festivals Committee.
- Vendors must remain in booth space.
- Setup is between 9:00 AM – 11:30 AM on Cedarburg Road in front of Mequon City Hall. Detailed instructions for load-in and set-up will be emailed approximately one week prior to the event.
- Set-up must be completed by 11:30 AM and booths must be staffed from noon to event close at 9:00 PM.
- At conclusion of the event, all trash must be placed in containers provided and the space left in the same condition as it was prior to setup.
- No early breakdowns. Breakdown is after 9:00 PM.
- All vendors are responsible for liability within their space as well as any loss, theft or damage.
- Vendors are responsible for their own insurance.

S-240 Wisconsin Temporary Event Operator and Seller Information

Seller 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.

What to Bring to the Event

- **Duct tape to secure electrical cords**
- Vendor must provide their own tent, table and chairs
- A clamp light with a fluorescent or LED bulb for lighting and an extension cord for the light. Electricity will be provided for the light.

- ➔ **A 10 or 12 gauge extension cord for every outlet you will need. Length of cord (50' or 100') will depend on how far away you are located from an outlet. A common household extension cord is not acceptable.**

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

Inclement Weather

An alternate event date will not be provided due to 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.

Deleted: Mequon Festivals do not provide rain dates events.

Approved: February 24, 2020

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092



Date To Be Determined
NOON – 9:00 PM

Deleted: SATURDAY, SEPTEMBER ¶

Deleted: September 12, 2020 ¶

**ARTIST/CRAFTSMAN/FARMER'S MARKET
 APPLICATION**
Applicaton Deadline: TBD

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	June 5, 2	Check Appropriate Box (✓)	After June 5 2	Check Appropriate Box (✓)
10 x 10	\$50		\$75	
10 x 20	\$75		\$100	

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Total Due _____

Total Due _____

The vendor space fee is non-refundable.

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

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

Attachment: ARTIST CRAFTSMAN FARMERS MARKET APPLICATION 2021 (5998 : 2021 Event Forms)

APPLICATION CHECKLIST

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

- _____ Completed application
- _____ 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: Lina Prosser, Executive Assistant
Fax: 262-242-9819
E-Mail: lprosser@ci.mequon.wi.us

Questions? Please call Lina Prosser, Mequon City Hall (262) 236-2941.

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: _____

City of Mequon • 11333 N. Cedarburg Road • Mequon, WI 53092

Deleted: February 24, 2020



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.
- Vendors must bring duct tape to secure electrical cords.
- 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

The Festivals Committee does not provide rain dates for events.

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.

Approved: _____

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

Deleted: Mequon Festivals do not provide rain for events.

Deleted: February 24, 2020



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: March 11, 2021
SUBJECT: Event Task List

Attached is a draft 2021 event task list for Taste of Mequon and Winter Wonderland.

Committee members will be asked to select and complete event task(s) from the lists provided.

Attachments:
2021 Event Task List (DOCX)

**Festivals Committee
2021 Event Task List
Taste of Mequon**

Event Task	Assigned To	Due (Meeting)
Reserve HHS parking lot	Staff	
Review/Revise 2021 Applications	All	March
Review/Revise Vendor 2021 Guidelines	All	March
Prepare Proposed 2021 Budget	Vanessa/Staff	March
Review Vendor Checklist	All	March
Maintain Festivals Committee website		On-going
Maintain Facebook page for Festivals Committee		On-going
Obtain Shuttle Service Quote		April
Obtain Main Tent and Stage Quote and Table		April
Obtain Main Stage Sound & Lighting		April
Obtain children's area inflatable quote		April
Obtain sound and DJ quote for children's area		April
Obtain band list for approval		April
Review/Revise 2020 Sponsorship Package		April
Fundraising	All	April-July
Research entertainment for children's area		May
Order (4) light towers	Staff	May/June
Order port-a-johns	Staff	May/June
Order 20-yard waste container	Staff	May/June
Order (2) electronic flashers	Staff	May/June
Update event poster		June/July
Update event signs - Banners (vendor-Copy Master) - Yard Signs (vendor – Letters & Signs)		June/July
Obtain ATMs for Event		June/July
Arrange for Mascots		June/July
Coordinate volunteers – TOM		July
Event Promotion - TOM News Graphic Article		August
Distribute posters	All	August
Distribute yard signs	All	August

Attachment: 2021 Event Task List (5999 : Event Task List)

**Festivals Committee
2021 Event Task List
Winter Wonderland**

Event Task	Assigned To	Due (Meeting)
Obtain contracts for WWOM Santa		September
Arrange for Choirs WWOM		September
Obtain quote for WWOM tent		September
Obtain quote for sound and lighting WWOM		September
Reach out to food vendors for WWOM		September/October
Update WWOM flier		October
Arrange for WWOM flier to be distributed to school district and preschools		October
Event Promotion – WWOM News Graphic Article		October
Coordinate volunteers - WWOM		October/November

Attachment: 2021 Event Task List (5999 : Event Task List)

**Festivals Committee
2021 Work Plan
Updated: 3/1/2021**

Month	Agenda Topics
March	➤ Taste of Mequon 2021 (continued discussion) ➤ Set date for Taste of Mequon 2021 ➤ Approve Draft 2021 Proposed Budget ➤ Committee Member Event Assignments ➤ Discuss Event Cover Charge ➤ Social Media Discussion ➤ Elect Vice-Chair ➤ Review Event Forms: ▪ 2021 Vendor Applications ▪ 2021 Vendor Guidelines ▪ Vendor Checklist
April	➤ Review Sponsorship Package ➤ Discuss Event Music

Future Agenda Topics

➤ Approve Shuttle Service Quote ➤ Approve Main Tent and Stage Quote ➤ Approve Main Stage Sound & Lighting ➤ Discuss Music ➤ Discuss Children's Area ➤ 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 volunteer needs	• 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 • Event Poster Locations & Distribution • Festival Grounds Map Review • Volunteer Update • Set date for winter event 2021
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2021 Completed Items

January: ✓ Introduced New Committee Members ✓ Approved 2020 Final Budget ✓ Debriefed Winter Event ✓ Determined Meeting Day/Time ✓ Discussed Community Outreach Initiatives February: ✓ Discuss Taste of Mequon 2021 ✓ Approve 2021 Fee Schedule ✓ Review & Approve 2021 Meeting Schedule ✓ Elect Committee Chair	
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