



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2941
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www.ci.mequon.wi.us

FESTIVALS COMMITTEE

Thursday, April 8, 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. March 11, 2021 Minutes
- 3) Staff Updates (Verbal)
- 4) Discussion Items
Action requested: discuss and take action as needed
 - a. Event Music
 - b. Sponsorship
 - c. Event Promotion - Social Media/Website
 - d. Committee Member Event Assignments
- 5) Information Items
 - a. Work Plan

- 6) Future Agenda Items
- 7) Next Meeting Date and Time: May 13, 2021
- 8) Adjourn

Dated: April 8, 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, March 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
Chair Vanessa Nerbun
Committee Member Janet Fussell
Committee Member Dynami Al-Anjeri -- **Absent**

Also Present: Executive Assistant Prosser

2) Approval of Meeting Minutes

a. February 2021 Minutes

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

AYES: Hildebrand, White, Luchins, Nerbun, Fussell

3) Election of Vice-Chair

Committee Chair Nerbun made a motion to nominate Member Kirsten Hildebrand as Vice-Chair, seconded by Member Fussell.

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

AYES: Hildebrand, White, Luchins, Nerbun, Fussell

4) Discussion Items

a. Taste of Mequon 2021 (continued)

Attachment: DRAFT 3 11 2021 MFC Minutes (6092 : March 2021 Minutes)

At the Committee's February 11, 2021 the Committee decided to continue their discussion on Taste of Mequon 2021 at their March meeting pending further information on the Mequon Thiensville Education Foundation's Color Run and local events. Committee Chair Nerbun reported that she has not heard from the organizers at the Foundation on whether they plan to host a Color Run. The Committee briefly discussed whether to extend the event into Sunday and decided that this is not the year to make a change. The topic of extending the event into Sunday will be held over for discussion at a future meeting.

b. Set Taste of Mequon Date & Time

A motion was made by Member Hildebrand to set the date for Taste of Mequon on Saturday, September 11, 2021, seconded by Member White. The time for the event was set at noon - 9:00 p.m.

c. Approve 2021 Proposed Budget

Committee Chair Nerbun reviewed the proposed budget with the members of the Committee. Ms. Nerbun suggested lowering the sponsorship goal by \$3,000 given the fact that businesses have struggled over the past year, in which case, they may not have the resources available. Ms. Nerbun suggested scaling the event back in the children's area given the uncertainty with COVID which would save on entertainment costs. A concern was raised that families would not come to the event if entertainment in the children's area was scaled back.

A motion was made by Member Fussell to approve the 2021 proposed budget as presented, seconded by Member Hildebrand.

RESULT: Approved by Voice Acclamation [4 to 1]
MOVED BY: Committee Member Fussell
SECONDED BY: Committee Member Hildebrand

AYES:	Hildebrand, White, Luchins, Fussell
NAYS:	Nerbun

d. 2021 Event Forms

The Committee set the application deadline for Friday, June 4, 2021.

Member Hildebrand made a motion to approve the 2021 vendor applications, seconded by Member White.

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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e. Committee Member Event Assignments

The Committee agreed to discuss event assignments at a future meeting.

f. Event Cover Charge

The Committee discussed the feasibility of collecting an event cover charge and determined it would be hard to manage with the current size of the Committee. A suggestion was made to look into other opportunities to help with event expenses. The Committee decided to discuss at a future meeting.

g. Social Media

The discussion on social media will be held over to a future meeting.

5) Information Items

a. Work Plan

The Committee did not have any changes to the work plan.

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

7) Motion to adjourn the meeting at 7:22 PM.

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

AYES:	Hildebrand, White, Luchins, Nerbun, Fussell
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Respectfully Submitted,

Lina Prosser
Executive Assistant

Brett Newski & the No Tomorrow

- Brett Newski, https://youtu.be/a_x3j_4LP0o
- Brett was supporting Courtney Barnett last summer & has done several tours with Violent Femmes; Better than Ezra took them on tour last month; His latest LP has had airplay on Sirius XM and 2 features in Rolling Stone
- From: Kat, www.nomadunionmusic.com (Frontier Ruckus (US) | The Gufs (US) Brett Newski (US) The Shabs (S Africa) | Rob Moir (Canada))
- *Shared by Lina from 2019 inquiry*

The Last Bees

- Website www.thelastbees.com
- Facebook (6.8k likes) and Instagram (26k followers)
 - www.facebook.com/thelastbeesmusic
 - www.instagram.com/the_last_bees
- *Shared by Lina from 2019 inquiry*

Suggestions from Brandon Hughes

Fox Royale (Joplin, MO) - www.wearefoxroyale.com / [“Don’t Call Me When You’re Lonely”](#)

- debut album slated for Q3 via [War Road Music](#)

- Single recently added on Alt Nation

- Featured on [It’s Alt Good](#) Spotify playlist

HAS SUPPORTED: The Wrecks, The Greeting Committee, The Band CAMINO, Brother Moses, Deal Casino

PRESS: [Farmilk](#) / [Alexrainbird](#)

VIDEO: [Don’t Call Me When You’re Lonely](#) / [Out Of My Hands](#) / [Live From The Rustic](#)

Stay Outside - www.westayoutside.com

MUSIC: [All The Way Down](#) / [Overboard](#)

SUPPORT HISTORY: Twin Peaks, Michigander, Little Image, House of Heroes, Motherfolk

STREAMING: [Spotify](#) / [Apple Music](#)

Tedious & Brief - [Social](#) / [Streaming](#)

Her debut single [“Papercuts”](#) has surpassed half a million Spotify streams to date.

Three new singles will be released this year including [‘Middle Class Rut’](#) coming this summer.

From 2019 Brainstorming, recommendations from The Blinding Lights (who are no longer together):

- **Thriftones** <https://thriftones.bandcamp.com/>
- **Matt Davies** <https://matthewdaviesmusic.com/>
- **Caley Conway** <https://caleyconway.bandcamp.com/>

- **Blind Fiction**
https://www.blindfiction.com/?fbclid=IwAR0uH03BGWONrjq3TC7ihq1Z44rT_vLV8apSNvnhx2w6LswLBXsNVIqyn2E
- **Layers and Layers** <http://www.layersandlayersmusic.com/tour>
- **Rocket Cat** <https://www.rocketcatband.com/>
- **Mike Benign** <http://www.mikebenigncompulsion.com/>
 - <https://onmilwaukee.com/music/articles/mike-benign-bygones.html>

From 2019 Brainstorming, Lina's Link to the [Lake Country Festival](#)

- **Tyler Rich** <http://tasteoflakecountry.com/entertainment/>
- **Jay Matthes** <https://www.jaymatthes.com/>
- **KB & The Dungarees**
- **Ross Ellis** <https://www.rossellismusic.com/>

Other 2019 Brainstorming:

- **Matt Tyner / the Carpetbaggers**, <http://mkecarpetbaggers.com/calendar/index.shtml>
- **Motherfolk**: <http://www.motherfolk.com/>, <https://www.youtube.com/watch?v=0OFkclzqgvo>
- **The Dirty Knots**: <https://soundcloud.com/user-534377975> (came recommended, I have not heard or seen them live)
- **Zach Pietrini Band** – <https://zachpietrini.com/music> (came recommended, I have not heard or seen them live)
- **Reverend Raven** - <https://reverendraven.com/>



April, 2021

Sponsor Name
Address
City, State Zip Code

Dear Taste of Mequon Sponsor;

We are writing to invite you to join us as a proud partner of Taste of Mequon in 2021. This year we are celebrating our 8th anniversary. The Mequon Thiensville Education Foundation's color run has been a great addition to our event and we look forward to their return this year.

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 11, 2021 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 seven 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 information.

Very truly yours,

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

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



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

Attachment: Sponsor Package 2021 (6093 : sponsorship package 2021)

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 **June 11, 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: lprosser@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 **June 11, 2021**.

Attachment: Sponsor Package 2021 (6093 : sponsorship package 2021)

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

Event Task	Assigned To	Due (Meeting)	Completed
Reserve HHS parking lot	Staff		Email sent 3/17/2021
Review/Revise 2021 Applications	All	March	Done
Review/Revise Vendor 2021 Guidelines	All	March	Done
Prepare Proposed 2021 Budget	Chair/Staff	March	Done
Review Vendor Checklist	All	March	Done
Maintain Festivals Committee website		On-going	
Maintain Facebook page for Festivals Committee		On-going	
Obtain Shuttle Service Quote	Staff	April	
Obtain Main Tent and Stage Quote and Table	Staff	April	
Obtain Main Stage Sound & Lighting	Staff	April	
Obtain children's area inflatable quote	Staff	April	
Obtain sound and DJ quote for children's area	Staff	April	
Obtain band list for approval	Chair/Staff	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		July	
Event Promotion News Graphic Article		August	
Distribute posters	All	August	
Distribute yard signs	All	August	

**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

**Festivals Committee
2021 Work Plan**

Month	Agenda Topics
April	• Event Music • Review Sponsorship Package • Event Promotion – Social Media/Website • Committee Member Event Assignments
May	

Future Agenda Topics

• Approve Main Stage Sound & Lighting • Approve Shuttle Service Quote • Approve Main Tent and Stage Quote • Approve KC Inflatables Quote • Approve Sound and DJ for Children's Area • Approve Music Contracts • Approve Venue Equipment ▪ (4) lights ▪ Port-a-Johns ▪ 20-yard waste container ▪ (2) electronic flashers • Approve Volunteer Appreciation • Discuss Children's Area • Discuss ATMs • Arrange for mascots at Taste of Mequon • Discuss distribution of yard signs • Discuss volunteer needs • Social Media Discussion	• Distribute Event Posters and Locations • Morning Check in Logistics • Placement of Event Yard Signs • Committee Event Contact Information • Event Poster Locations & Distribution • Festival Grounds Map Review • Volunteer Update • Set date for winter event 2021 • Discuss extending event into Sunday • Discuss Event Cover Charge
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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	March: ✓ Taste of Mequon 2021 (continued discussion) ✓ Set date for Taste of Mequon 2021 ✓ Approve Draft 2021 Proposed Budget ✓ Elect Vice-Chair ✓ Review Event Forms: ▪ 2021 Vendor Applications ▪ 2021 Vendor Guidelines ▪ Vendor Checklist
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