



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

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Thursday, May 13, 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 jschoenemann@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 Assistant City Administrator, Justin Schoenemann at jschoenemann@ci.mequon.wi.us or by leaving a message at 262-236-2942 no later than 2 hours prior to the meeting.

- 1) Call to Order, Roll Call
- 2) Welcome New Committee Members
 - a. Jenne Hohn
 - b. Tracy Johnson
 - c. Lisa Liljegren
 - d. Christine McLean
- 3) Approval of Meeting Minutes
Action requested: review and approve
 - a. April 2021 Minutes
- 4) Committee Chair Update
Action requested: discuss and take action as needed
 - a. Budget
 - b. Review Wisconsin Department of Health Services Guidance

5) Discussion Items

Action requested: discuss and take action as needed

- a. Review Vendor Participation
- b. Main Stage Sound & Lighting Quote/DJ Services
- c. Main Tent and Stage Quote
- d. Shuttle Service Quote (Verbal)
- e. Live Music Options
- f. Discuss Children's Area
- g. Committee Member Assignments

6) Information Items

Action requested: discuss and take action as needed

- a. Work Plan

7) Next Meeting Date and Time - June 10, 2021

8) Adjourn

Dated: May 13, 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.



CITY OF MEQUON
BOARD, COMMISSION AND/OR COMMITTEE TALENT BANK APPLICATION
 Please complete and return to the Administration Office, Mequon City Hall
 Application also available at www.ci.mequon.wi.us

Name: JENNE HOHN

Address: 11607 N. GRACE CT. MEQUON Zip Code: 53092

Home Phone Number: 262-238-1547 Years of Residence in Mequon: 3

Employer (or School): N/A

Address: _____ Occupation: CHIROPRACTOR

Can you be reached during working hours: YES Cell Work Phone: 707.337.3490

E-mail Address (es): jennehohn dc@gmail.com

Would you be able to attend scheduled evening meetings on a regular basis: YES

What qualifications would contribute to your role as a Board, Commission or and/or Committee member (use additional paper if necessary):

PLEASE SEE COVER LETTER

Have you been active in organized community groups in the past such as homeowners associations, referenda, and/or special interest groups (use additional paper if necessary):

ROTARY CLUB OF THIENSVILLE-MEQUON, INTERNATIONAL LIVE EVENTS ASSOCIATION (ILEA),

LEADERSHIP NAPA VALLEY, NAPA VALLEY COLLEGE HOSPITALITY TOURISM MGMT ADVISORY BOARD
SUSTAINABLE NAPA COUNTY SUSTAINABLE HOSPITALITY TASK FORCE, NAPA VALLEY DESTINATION COUNCIL
 Periodically, the City may convene a committee on a temporary basis for a specific project. Do you possess any special skills that could be applied to a specific project (i.e. health care, benefits administration, human resources, economic development, communications, technologies):

I AM AVAILABLE TO ASSIST WITH HEALTH CARE AND
EVENT PLANNING.

SCHOOL	# OF YEARS ATTENDED	AREAS OF STUDY	WHERE
High School	<u>4</u>	<u>GENERAL</u>	<u>CEDARBURG HIGH</u>
College	<u>2 - UW MADISON</u>	<u>3 - BUSINESS ADMIN</u>	<u>WESTERN WASHINGTON U</u>
Post Graduate	<u>4</u>	<u>CHIROPRACTIC</u>	<u>LIFE U</u>
Trade/Specialty			

Rate the Board(s), Commission(s) and/or Committee(s) in order of preference -#1 being first choice:

☐ Architectural Board	☐ Hiram Schmidt Fund
☐ Board of Appeals	<u>2</u> ☐ Joint Mequon-Thiensville Bike & Pedestrian Way Commission
☐ Board of Police & Fire Commissioners	☐ Landmarks Commission
☐ Board of Review	<u>3</u> ☐ Mequon Nature Preserve Advisory Committee
☐ Economic Development Board	☐ Milwaukee River Advisory Committee
☐ Ethics Board	☐ Park and Open Space board
<u>1</u> ☐ Festivals Committee	☐ Planning Commission
☐ Frank L. Weyenberg Library	☐ Tree Board
☐ Board of Trustee	

The following information will be held in confidence and is for review if considered for the Board of Police and Fire Commission. Have you ever been convicted of a criminal offense? NO

Would you be willing to allow the Police Department to conduct a background investigation? YES

I understand that the information provided to the City of Mequon contained herein becomes public upon submittal of this application.


Signature

2/23/2024
Date



11933 N. Cedarburg Road, 6th
Mequon, Wisconsin 53092

CITY OF MEQUON

BOARD, COMMISSION AND/OR COMMITTEE TALENT BANK APPLICATION

Please complete and return to the Administration Office, Mequon City Hall

Application also available at www.ci.mequon.wi.us

Name: Tracy K Johnson

Address: 10904 N Wyngate Trace Zip Code: 53092

Home Phone Number: 414-698-7474 Years of Residence in Mequon: 11

Employer (or School): Commercial Association of REALTORS Wisconsin

Address: 250 E Wisconsin Ave Occupation: President/CEO ^{CARW}

Milwaukee, WI 53202

Can you be reached during working hours: yes Work Phone: 414-698-7474

E-mail Address (es): tracykjohnsonmke@gmail.com / tracy@carw.com

Would you be able to attend scheduled evening meetings on a regular basis: yes

What qualifications would contribute to your role as a Board, Commission or and/or Committee member (use additional paper if necessary):

21 years working with boards and committees professionally,
knowledge of economic development policy, strong ability
to collaborate, find information and pressure-test ideas

Have you been active in organized community groups in the past such as homeowners associations, referenda, and/or special interest groups (use additional paper if necessary):

Wyngate HOA, transportation and transit-related groups,
Wisconsin Policy Forum

Periodically, the City may convene a committee on a temporary basis for a specific project. Do you possess any special skills that could be applied to a specific project (i.e. health care, benefits administration, human resources, economic development, communications, technologies):

economic development, governance, communications,
marketing

<u>SCHOOL</u>	<u># OF YEARS ATTENDED</u>	<u>AREAS OF STUDY</u>	<u>WHERE</u>
High School	<u>4 years</u>		<u>West Bend</u>
College	<u>4 years</u>	<u>Public Relations/Marketing</u>	<u>Marquette</u>
Post Graduate	<u>17 mos</u>	<u>Executive MBA</u>	<u>International</u>
Trade/Specialty	<u>4 years</u>	<u>Association</u>	<u>Business</u>
		<u>Management</u>	<u>US Chamber</u>

Rate the Board(s), Commission(s) and/or Committee(s) in order of preference -#1 being first choice:

☐ Architectural Board	☐ Hiram Schmidt Fund
☐ Board of Appeals	☐ Joint Mequon-Thiensville Bike & Pedestrian Way
☐ Board of Police & Fire Commissioners	☐ Commission
☐ Board of Review	☐ Landmarks Commission
<u>1</u> ☐ Economic Development Board	☐ Mequon Nature Preserve Advisory Committee
☐ Ethics Board	☐ Milwaukee River Advisory Committee
<u>2</u> ☐ Festivals Committee	☐ Park and Open Space board
☐ Frank L. Weyenberg Library	☐ Planning Commission
☐ Board of Trustee	☐ Tree Board

The following information will be held in confidence and is for review if considered for the Board of Police and Fire Commission. Have you ever been convicted of a criminal offense? No

Would you be willing to allow the Police Department to conduct a background investigation? Yes

I understand that the information provided to the City of Mequon contained herein becomes public upon submittal of this application.

Tracy K Johnson
Signature

4/6/21
Date

TRACY K. JOHNSON, CAE
tracykjohnsonmke@gmail.com • 414.698.7474

QUALIFICATIONS SUMMARY:

Executive with more than twenty years of association management, public relations and leadership experience in areas including: policy, fund-development, management, community relations, event development, marketing and media relations.

WORK EXPERIENCE:

Commercial Association of REALTORS® (CARW), Milwaukee, WI

2014-present

PRESIDENT & CEO: Responsible for all aspects of the 875-member commercial real estate association including advocacy, finances, marketing, communications, fundraising, strategic planning, operations and membership services. Serve as the government affairs director for the commercial association raising dollars and awareness for local and state issues. Reporting to a 20-member board of directors and manage three additional associations including a charitable organization. Also manage two full-time staff people and three interns.

- Grew association membership 200% in five years and have expanded Statewide presence.
- Grew corporate sponsorship revenue 500% in five years.
- Developed a statewide data platform for commercial practitioners to share listings, tenant and comp information. Offering is now a national model for more than 80,000 commercial real estate professionals throughout the US.
- Published quarterly articles in national and statewide real estate publications related to Milwaukee real estate and policy related to real estate.
- Served as spokesperson for the commercial real estate industry for business publications and on local, state and national panels.
- Expanded programming offerings for commercial real estate practitioners to include 'NextGen', Roundtable and Retail offerings and sector-specific conferences in conjunction with other Commercial Real Estate associations.
- Introduced technology solutions to the organization, increasing attendance at events an average of 150% and quadrupling online engagement.

TEMPO Milwaukee, Milwaukee, WI

2007-2014

EXECUTIVE DIRECTOR: Responsible for strategic planning, finance, marketing, communications, fundraising, operations and membership services for a 300-member business organization whose mission is to empower and engage executive women leaders. Reported to the 20-member board of directors and led eleven volunteer committees. Also managed one full-time staff person and two interns.

- Increased organizational revenue by 200% in first three years.
- Grew member engagement to 90% year over year by developing initiatives including the ambassador program, Discovery series and TEMPO Talent.
- Led the organization through a successful rebranding campaign and five-year strategic plan.
- Created TEMPO Milwaukee Foundation which awarded \$200,000 to women college students.
- Increased TEMPO's visibility within the business community by creating partnerships with major corporate and non-profit partners including Harley Davidson, Marcus Corporation, Potawatomi Bingo-Casino, Business Journal, BizTimes, Alverno College, and Newaukee, among others.
- Co-founded the Women's Affinity Alliance, a group dedicated to increasing effectiveness and awareness of corporate women's affinity programs to recruit and retain talent in their companies.

Milwaukee Symphony Orchestra (MSO), Milwaukee, WI

2005-2007

DIRECTOR OF PUBLIC AFFAIRS: Managed department handling all media relations, governmental relations, promotions, and community relations as the primary contact for the organization's public initiatives. Objectives included the development of new relationships and partnerships within the corporate, governmental, and non-profit communities; identification and execution of public relations and promotional activities to enhance the image of the Symphony; and the development and implementation of a branding strategy for the MSO. Position reported to the President and Executive Director.

- Introduced new strategic corporate, community, and media partners through promotional activities that led to a 50 percent increase in community concerts during the 2005/06 season.
- Developed and implemented year-long global branding and public relations campaign launching the MSO on iTunes leading to coverage in the *New York Times*, *Wall Street Journal*, *Billboard Magazine*, *National Public Radio*, and many others.
- Managed communications for the MSO's \$1 million sales tax case among other issues.
- Served as a liaison between musicians and management during contract negotiations.

TRACY K. JOHNSON, CAE
tracykjohnsonmke@gmail.com • 414.698.7474

<u>Plumbing & Mechanical Contractors Association (PMC), Milwaukee, WI</u>	2000 –2005
DIRECTOR OF COMMUNICATIONS: Managed all marketing, communications, events, and public relations activities at a Wisconsin Service Association. Additional responsibilities included budgetary planning and committee oversight. Position reported to the Executive Vice President and Board of Directors.	
<u>Bradley Corporation, Menomonee Falls, WI</u>	1998 - 2000
MARKETING ASSISTANT	
<u>Partners Advancing Values in Education (PAVE), Milwaukee, WI</u>	1997 - 1998
PUBLIC RELATIONS/MARKETING INTERN	

EDUCATION AND RECOGNITION:

Certified Association Executive (CAE): The Society of Association Executives, July 2020
Institute for Organizational Management (IOM) Designation: US Chamber of Commerce, January 2020
Marquette University, Milwaukee, WI: Executive MBA – International Business – December 2009
Marquette University, Milwaukee, WI: BA, Public Relations (major) / Marketing (minor) May 1999
Future Milwaukee Graduate – May 2007
Dale Carnegie Graduate – February 2011 | Dale Carnegie Sales Graduate - February 2011 | Dale Carnegie
"Training for CEO's" Graduate - November 2012

- *Milwaukee Business Journal Power Broker, 2018, 2019, 2020*
- *Milwaukee Business Journal Woman of Influence award recipient, 2019*
- *Leukemia Lymphoma Society, Woman of the Year Candidate - \$130,000 raised, 2019*
- *Milwaukee Business Journal Forty under 40 award recipient, 2007*

OTHER ACTIVITIES AND BOARD INVOLVEMENT:

- VISIT Milwaukee Board Member, 2018 – present
- Governor's Task Force on Transportation, 2019
- Transportation Development Association Board Member, 2018 - present
- Ascension Wisconsin Board Member, Secretary, 2017 – present
- WTMJ Radio Guest Contributor, 2017-present
- Regional Transit Leadership Council, Executive Committee, 2016 - present
- Marquette University Business School Alumni Board, 2013-2019
- Guest panelist on weekly local public affairs television segment for NBC, 2009-2016
- Milwaukee Forum, President (2011), Program Chair, Secretary, 2007 - 2012
- Downtown Milwaukee Rotary Club, 2007-present
- Wisconsin Policy Forum Economic Development Committee, 2006 - present
- Variety Club Children's Charity, 2001-2006 (Board of Directors 2003-2006)



City of Mequon

11333 N. Cedarburg Road, 600
Mequon, Wisconsin 53092

CITY OF MEQUON

BOARD, COMMISSION AND/OR COMMITTEE TALENT BANK APPLICATION

Please complete and return to the Administration Office, Mequon City Hall

Application also available at www.ci.mequon.wi.usName: Lisa LiljegrenAddress: 2315 W. Ranch Rd Zip Code: 53092Home Phone Number: 414-350-2547 ^(c) Years of Residence in Mequon: 18Employer (or School): Concordia UniversityAddress: 12800 N Lake Shore Ave. Occupation: AVP Strategic Comm ^(c)Can you be reached during working hours: YES Work Phone: 414-350-2547E-mail Address (es): liljegren@smail.comWould you be able to attend scheduled evening meetings on a regular basis: YES

What qualifications would contribute to your role as a Board, Commission or and/or Committee member (use additional paper if necessary):

Major Event & Festival Experience: Summer Seaside (7 years)Family Camp (5 years) URBAN PLAYGROUND (2 years) Lake MequonFestival (2 years)
Have you been active in organized community groups in the past such as homeowners associations, referenda, and/or special interest groups (use additional paper if necessary):YES. EAST SIDE BID, UNITED AMWORKERS, Whitefish BayBID, Downer Ave. Merchants Assoc.

Periodically, the City may convene a committee on a temporary basis for a specific project. Do you possess any special skills that could be applied to a specific project (i.e. health care, benefits administration, human resources, economic development, communications, technologies):

Events, Communications

<u>SCHOOL</u>	<u># OF YEARS ATTENDED</u>	<u>AREAS OF STUDY</u>	<u>WHERE</u>
High School	<u>4</u>	<u>—</u>	<u>FOND DU LAC, WI</u>
College	<u>4</u>	<u>PR / COMM</u>	<u>MARQUETTE</u>
Post Graduate	<u>—</u>	<u>—</u>	<u>—</u>
Trade/Specialty	<u>—</u>	<u>—</u>	<u>—</u>

Rate the Board(s), Commission(s) and/or Committee(s) in order of preference -#1 being first choice:

<u>—</u> Architectural Board	<u>—</u> Hiram Schmidt Fund
<u>—</u> Board of Appeals	<u>—</u> Joint Mequon-Thiensville Bike & Pedestrian Way Commission
<u>—</u> Board of Police & Fire Commissioners	<u>—</u> Landmarks Commission
<u>—</u> Board of Review	<u>—</u> Mequon Nature Preserve Advisory Committee
<u>3</u> Economic Development Board	<u>6</u> Milwaukee River Advisory Committee
<u>—</u> Ethics Board	<u>5</u> Park and Open Space board
<u>1</u> Festivals Committee	<u>4</u> Planning Commission
<u>2</u> Frank L. Weyenberg Library Board of Trustee	<u>—</u> Tree Board

The following information will be held in confidence and is for review if considered for the Board of Police and Fire Commission. Have you ever been convicted of a criminal offense? NO

Would you be willing to allow the Police Department to conduct a background investigation? YES

I understand that the information provided to the City of Mequon contained herein becomes public upon submittal of this application.

Lisa Liljegren
Signature

2.22.2021
Date

LISA LILJEGREN

414.350.2547 ♦ teamliljegen@gmail.com

PROFESSIONAL SUMMARY

A high-capacity leader and an infectious and creative entrepreneur in relentless pursuit of big ideas.

NOTABLES

- Published Author of *Cast*, New Degree Press 2020
- Co-founder of Freight Train, an award-winning ad, PR, events shop and negotiated acquisition
- Founding Executive Director of the United Adworkers
- Founding Executive Director of Serve, the nation's first nonprofit advertising agency
- Wellness Coach, Beachbody
- Level III Improv, Comedy Sportz
- 40 Under Forty – Milwaukee Business Journal, 05
- **Marquette University College of Communications, BA** Public Relations and Journalism

EMPLOYMENT HIGHLIGHTS

Assistant Vice President, CONCORDIA UNIVERSITY – Mequon, Ann Arbor, WI, MI 02/2012 to Current

- Leader of a team of six communicators that executes all media and community relations efforts.
- Implementation strategist for three-year strategic plan.
- Directed the strategy for a \$15M academic building.
- Created a corporate partnership model that resulted in \$500K annually in academic support.

Founding Partner, FREIGHT TRAIN – Milwaukee, WI 04/2006 to 10/2010

- Co-founded the award-winning ad, PR, events shop that was known for talked-about events, new media and nontraditional methods to deliver messages effectively.
- Directed all key business functions, including: development, management, public relations, events, nonprofit leadership, client services.
- Negotiated a successful sale to Meyer & Wallis in October, 2010.

Founding Executive Director, SERVE – Milwaukee, WI 06/2003 to 04/2006

- Founded the nation's first nonprofit advertising agency and rostered over a dozen paying clients within the first year.
- Directed all operations for the organization, including: public relations, administration, budgets, volunteer management, client management, board management.

Founding Executive Director, United Adworkers, Milwaukee, WI 10/2001 to 06/2003

- Strategized and executed all functions of the organization, including: volunteer management, budgets, membership cultivation, awards shows, events, board management.
- Grew membership to 400 paying members in first year.

SIGNIFICANT CREATIONS

- Lake Moon Festival, Concordia University Wisconsin, Mequon, WI
- Urban Playground, Downer Avenue Association, Milwaukee, WI
- Tomato Romp!, East Side BID, Milwaukee, WI
- Summer Soulstice Music Festival, East Side BID, Milwaukee, WI
- Red Wagon Days, Silver Spring BID, Whitefish Bay, WI



11335 H. Osterburg Road, 600
Mequon, Wisconsin 53092

CITY OF MEQUON
BOARD, COMMISSION AND/OR COMMITTEE TALENT BANK APPLICATION
Please complete and return to the Administration Office, Mequon City Hall
Application also available at www.ci.mequon.wi.us

Name: Christine McLean

Address: 14170 N. Pine Bluff Road Zip Code: 53097

Home Phone Number: (763) 321-6961 Years of Residence in Mequon: 30+

Employer (or School): BMC Software and US Air Force

Address: Work from home Occupation: Ops Mgr / US Legislative Liason

Can you be reached during working hours: Y Work Phone: N/A

E-mail Address (es): Christine.T.McLean@gmail.com

Would you be able to attend scheduled evening meetings on a regular basis: Y

What qualifications would contribute to your role as a Board, Commission or and/or Committee member (use additional paper if necessary):

I grew up in Mequon and attended the US Air Force Academy and have spent the last 20 years in the Air Force. I have mgint + leadership experience, and would love to help however I can.

Have you been active in organized community groups in the past such as homeowners associations, referenda, and/or special interest groups (use additional paper if necessary):

Junior League Washington DC

Periodically, the City may convene a committee on a temporary basis for a specific project. Do you possess any special skills that could be applied to a specific project (i.e. health care, benefits administration, human resources, economic development, communications, technologies):

No.

<u>SCHOOL</u>	<u># OF YEARS ATTENDED</u>	<u>AREAS OF STUDY</u>	<u>WHERE</u>
High School	<u>4</u>		<u>Homestead</u>
College	<u>4</u>	<u>Pol Sci</u>	<u>US Air Force Academy</u>
Post Graduate	<u>2</u>	<u>MBA</u>	<u>UVA Darden</u>
Trade/Specialty			

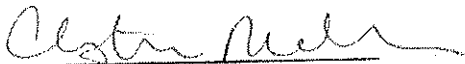
Rate the Board(s), Commission(s) and/or Committee(s) in order of preference -#1 being first choice:

☐ Architectural Board	☐ Hiram Schmidt Fund
☐ Board of Appeals	☐ Joint Mequon-Thiensville Bike & Pedestrian Way
☐ Board of Police & Fire Commissioners	☐ Commission
☐ Board of Review	☐ Landmarks Commission
☐ Economic Development Board	☐ Mequon Nature Preserve Advisory Committee
☐ Ethics Board	☐ Milwaukee River Advisory Committee
☒ Festivals Committee	☐ Park and Open Space board
☐ Frank L. Weyenberg Library	☐ Planning Commission
☐ Board of Trustee	☐ Tree Board

The following information will be held in confidence and is for review if considered for the Board of Police and Fire Commission. Have you ever been convicted of a criminal offense? _____

Would you be willing to allow the Police Department to conduct a background investigation? _____

I understand that the information provided to the City of Mequon contained herein becomes public upon submittal of this application.


Signature

22 Feb 2021
Date



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

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Thursday, April 8, 2021
6:30 PM
Virtual Meeting

Minutes

1) Call to Order, Roll Call

Present:

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

Also Present: Executive Assistant Prosser

2) Approval of Meeting Minutes

a. March 11, 2021 Minutes

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

AYES: White, Luchins, Nerbun, Fussell
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3) Staff Updates (Verbal)

Executive Assistant Prosser informed the Committee that the Homestead High School parking lot has been reserved for Taste of Mequon. Ms. Prosser provided an update on the vendor applications received to date. The Committee was informed that Supercuts' 2020 space fee was meant to be used to help defray event expenses. The Committee requested that staff send out a follow-up email to vendors reminding them to complete and submit their application to participate. Committee Chair Nerbun requested a discussion be placed on the May agenda on how to attract more vendors.

4) Discussion Items

a. Event Music

The Committee reviewed a list of live music options and decided to wait until next month to give the new members an opportunity to be part of the selection process. Member Fussell

will reach out to the bands on the list prior to the next meeting to determine whether they are still available.

b. Sponsorship

Committee Chair Nerbun will review the sponsorship package and staff will assist with sending out a sponsor letter. A list of past sponsors will be sent out to the members of the Committee. The topic of sponsorship will be placed on the May agenda for further discussion.

c. Event Promotion - Social Media/Website

Committee Chair Nerbun and Member White will promote the event on Facebook and Rabbi Luchins will promote the event on websites such as Tourism Tour. Member White will share event information on the Mequon Mom's Club Facebook page.

d. Committee Member Event Assignments

Committee Chair Nerbun will work on obtaining quotes for shuttle service and venue equipment. Member Fussell will research the cost of inflatables for the children's area. Staff will obtain a quote for tent, stage, sound, and lighting. Committee Chair Nerbun requested that the topic, Committee Event Assignments be placed on the May agenda for further discussion.

5) Information Items

a. Work Plan

The Committee's work plan was discussed under future agenda items.

6) Future Agenda Items

The following agenda topics will be added to the Committee's May agenda:

Vendor Participation (Restaurants, Artists/Craftsman, other types of businesses), Sponsorship, and Committee Member Event Assignments.

7) Next Meeting Date and Time: May 13, 2021

8) Motion to adjourn the meeting at 7:27 PM.

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

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

Lina Prosser
Executive Assistant

Festivals Committee Proposed/Actual 2021 Budget

Updated: 4 30 2021

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

Approved: March 11, 2021

ACTUAL 2021 BUDGET	
2019 Balance Forward	\$9,713
2020 City Appropriated Funds	\$2,500
INCOME AND EXPENSE - YEAR 2020	
Sponsorship	\$200
Artist Vendor Space \$50	\$50
Food/Beverage Vendor Space \$100/Food Truck \$150	\$700
Non-Food/Beverage Vendor	\$200
Less Sales Tax	(\$50)
SUB-TOTAL	\$1,100
ACTUAL INCOME - TASTE OF MEQUON	\$13,313
<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	
Volunteer Appreciation	
TOTAL ACTUAL EXPENSES TASTE OF MEQUON	
TASTE OF MEQUON (Estimated deficit/surplus)	
ACTUAL INCOME AND EXPENSE WINTER EVENT - YEAR 2021	
WWOM Sponsorship	
SUB-TOTAL	
<u>Expenses Winter Wonderland of Mequon</u>	
Entertainment Costs	
Venue Site Costs	
Marketing Costs (printing)	
Misc. Event Supplies	
TOTAL ACTUAL EXPENSES WINTER EVENT	
ENDING BALANCE	

Attachment: Mequon Festivals Committee Budget Update (6225 : Budget Update)

TO: Festivals Committee
FROM: Vanessa Nerbun,
DATE: May 13, 2021
SUBJECT: Review Wisconsin Department of Health Service Guidance

To assist the Committee with the review of event guidelines, several resources are provided below.

COVID-19 Risk Status

According to the Washington Ozaukee County Public Health Department's [website](#) Ozaukee County's case status and burden is listed as high. The trajectory is listed as no change.

	Ozaukee	Washington
Burden	High	High
Trajectory	No Change	No Change
Case Status	High	High

Last update: 4/29/2021 1600

Next update: 5/6/2021 1600

Burden is the total number of confirmed cases in the last 2 weeks

Trajectory is the percent (%) change in the last two weeks

Case Status is the total number of confirmed cases compared to % change in the last two weeks

COVID Activity Level by County (Wisconsin Department of Health Services)

Ozaukee County had high case activity between 4/14/2021 – 4/27/2021. Last updated 4/28/2021. To view the Wisconsin Department of Health Services website, please click [here](#).

Capacity Recommendations – Based on Wisconsin Department of Health Services Guidance

According to the guidance of DHS, large venues, outdoor recreation, and entertainment are all at 25% capacity based on Ozaukee County's High-Risk status. To view the chart on capacity recommendations, please click [here](#).

The Wisconsin Department of Health Services offers a decision guide as a supplement to local health department guidelines. To view the guide, please click [here](#).



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262-242-3100
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Festivals Committee

TO: Festivals Committee
FROM: Vanessa Nerbun,
DATE: May 13, 2021
SUBJECT: Vendor Participation Review

Attached for the Committee's review is a chart showing the number of applications received to date and the number of vendors that participated in 2019. As a reminder, all applications are due on Friday, June 4, 2021.

The deadline for Food/Beverage Vendors to apply for a liquor and bartender license is Friday, June 11, 2021. All liquor and bartender license applications are submitted to the Finance – Personnel Committee for approval. The deadline of June 11 offers the time needed to process the application and obtain approval either at the July 13 or August 10 Finance-Personnel Committee meeting.

To date, nine vendors have submitted their application and paid their space fee: one Artists/Craftsman Vendor Application, three Non-Food Vendor Applications, and five Food/Beverage Vendor Applications have been received.

In 2019, five Artists/Craftsman Vendor applications, eight Non-Food Vendor applications and 24 Food/Beverage Vendors applications were received. A total of 37 vendors participated in 2019.

A request has been received from Kay Walker, Vice-President of the Mequon-Thiensville Historical Society, to place a tent next to the Isham Day House (Mequon River Postal Museum) to promote the Historical Society at Taste of Mequon.

Attachments:
Taste of Mequon 2019 Vendor Comparison (DOCX)

**Taste of Mequon
Vendor Comparison 2019 – 2021 To Date
Updated: 5/6/2021**

Vendor	Participated in 2019	Application Received for 2021
Artist/Craftsman Vendors		
C Squared Wood Products	Yes	Yes
Lana Voskoboynik	Yes	
JLEE Studio - Wearable Art	Yes	
Dynami Couture	Yes	
Tobin Jewelrs	Yes	
Total Artist/Craftsman Vendors	5	1
Non-Food Beverage Vendors		
Feed Bag Pet Supply Co.	Yes	
Supercuts	Yes	Yes
Mequon Thiensville Chamber of Commerce	Yes	
Christ Alone Evangelical Lutheran Church	Yes	Interested
BE Martial Arts, LLC	Yes	
Renewal by Andersen	Yes	Yes
Knowledge Edge	Yes	Yes
Mathnasium of Mequon	Yes	
Total Non-Food/Beverage Vendors	8	3
Food Beverage Vendors		
Appe Thai	Yes	
Atlas BBQ	Yes	
Bartolotta Mr. B's Steakhouse Mequon	Yes	
Blue Cow Creperie	Yes	Interested
Bubble Waffle Shoppes	Yes	Interested
Café Hollander	Yes	Declined

Attachment: Taste of Mequon 2019 Vendor Comparison (6226 : Vendor Participation Review)

**Taste of Mequon
Vendor Comparison 2019 – 2021 To Date
Updated: 5/6/2021**

Vendor	Participated in 2019	Application Received for 2021
Corazon (Food Truck)	No	
Delicately Delicious	Yes	
Dr Dawg	Yes	
Drift	Yes	
Falafel Guys, LLC	Yes	Yes
Foxtown Brewing	No	
glaze, LLC	Yes	Interested
Happy Dough Lucky	Yes	
Immy's African Cuisine	Yes	Yes
Leonardo's Pizza	Yes	
Mequon Chancery	Yes	
Mequon Police Association	Yes	
Shully's Cuisine	Yes	
SIP MKE Application Sent 5/5	No	Interested
Stilt House	Yes	Yes
T. BEST Kettle Corn Co.	Yes	
That Taco Guy	Yes	Unable to Attend
the cheel & Baaree Beer Garden	Yes	
The Nutman Company USA, Inc.	Yes	Yes
The Ruby Tap	Yes	Yes
Thiensville-Mequon Lion's Club	Yes	Interested
Total Food/Beverage Vendors	24	5
TOTAL 2019 VENDORS	37	
TOTAL 2021 VENDORS TO DATE		9

Attachment: Taste of Mequon 2019 Vendor Comparison (6226 : Vendor Participation Review)

Print

Download PDF



TASTE OF MEQUON

Estimate for services

Kim Guibord DBA Event Services
 3987 S. 83rd Street
 Greenfield, WI 53220
 United States

Phone: 414-588-6140
 Mobile: 414-588-6140
www.eventservices414.com

BILL TO
Taste of Mequon
 Lina Prosser

 262-236-2941
lprosser@ci.mequon.wi.us

Estimate Number: 101
P.O./S.O. Number: M91121
Estimate Date: September 11, 2021
Expires On: September 11, 2021
Grand Total (USD): \$1,325.00

Items	Quantity	Price	Amount
SP1 Sound & lighting system for Taste of Mequon (Band stage in front of City Hall 12 noon till 9pm	1	\$825.00	\$825.00
DJ1 DJ Services for Childrens area. 12 noon till 6pm	1	\$500.00	\$500.00

Total: \$1,325.00

Grand Total (USD) : \$1,325.00

Notes / Terms

Kim Guibord
 DBA
 Event Services

Attachment: Sound and Lighting Quote Event Services 2021 (6230 : Stage and Lighting Quote DJ Services)

Quote #: q11306

CITY OF MEQUON

5.c.1.a

17000 W Cleveland Ave.
New Berlin, WI 53151
(262)827-1444
(262)827-4924 (Fax)



3586 Hillside Dr.
Delafield, WI 53018
(262) 646-4444

Status: Quote

Quote #: q11306-1

Quote To: Thu 9/ 9/2021 9:00AM

Operator: Stephen Leys

Customer #: 5072

CITY OF MEQUON

Phone 262-242-3100

11333 N CEDARBURG RD
MEQUON, WI 53092

Delivery Thu 9/ 9/2021 8:00AM - 5:00PM

11333 N CEDARBURG RD
MEQUON, WI 53092

Pickup Mon 9/13/2021 8:00AM - 5:00PM

11333 N CEDARBURG RD
MEQUON, WI 53092

- 1) PLEASE CALL WHEN ON THE WAY
2) CAN STAKE IN GRASS AND THERE ARE SOME POINTS TO TIE OFF

- 1)FULL PAYMENT DUE AT EVENT, 25% DOWN TO RESERVE
2)EVENT TASTE OF MEQUON SATURDAY 12-9PM
3)SURFACE GRASS AND CONCRETE
CAN STAKE IN GRASS AND THERE ARE SOME POINTS TO
TIE OFF TO.
4)CUSTOMER RESPONSIBLE TO CALL DIGGERS HOTLINE 10 DAYS
PRIOR TO EVENT AND GIVE AREA RENTAL DH TICKET #
DH #

Qty	Key	Items	Replacement Cost	Status	Each	
TENT						
1	126-0152	20X30WCT FRAME TENT	\$0.00 each	Rental	\$430.00	\$430.00
1	126-8400-1	*20X30WCT TOP	\$0.00 each	Rental	\$0.00	\$0.00
6	127-0452-1	*STAKES REGULAR	\$0.00 each	Rental	\$0.00	\$0.00
STAGE						
28	096-0050-1	STAGE,4'X4'SECTIONS UP TO 32" TALL 16' X 28' @ 16" (NO STEPS)	\$0.00 each	Rental	\$28.80	\$806.40
28	096-0500-1	.STAGE,4'X4'SECTIONS	\$0.00 each	Rental	\$0.00	\$0.00
1	MS	Delivery/Pickup	\$0.01 each	Retail	\$130.00	\$130.00

Quote valid for 30 days.**Quote**

QUOTES ARE NOT RESERVATIONS. 25% DEPOSIT REQUIRED ON ALL RESERVATIONS. THIS IS YOUR CONTRACT.
READ BOTH SIDES BEFORE SIGNING.

DAMAGE WAIVER
10% of Rental Charge
initial

Accepted _____ Declined _____

Signature: _____

CITY OF MEQUON

Rental: \$1,236.

Sales: \$130.

Subtotal: \$1,366.

Total: \$1,366.

Paid: \$0.

Amount Due: \$1,366.

Attachment: Area Rental and Sales 2021 Quote (6229 : Tent and Stage Quote)

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: [Earmilk](#) / [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/>

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

Event Task	Assigned To	Due (Meeting)	Completed
Reserve HHS parking lot	Staff		Done
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	Vanessa	April	
Obtain Main Tent and Stage Quote and Table	Staff	April	Done
Obtain Main Stage Sound & Lighting	Staff	April	Done
Obtain children's area inflatable quote		April	
Obtain sound and DJ quote for children's area	Staff	April	Done
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		May/June	
Order port-a-johns		May/June	
Order 20-yard waste container		May/June	
Order (2) electronic flashers		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	
Call Digger's Hotline 10 days before event to mark grass before installation of tent	Department of Public Works-Rich Haczynski	August	
Work with Finance Department to have checks cut for entertainers prior to event. Distribute checks at event.	Staff	August	
Work with Finance Department to arrange for volunteer cash stipends to be available for day of event.	Staff	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

Attachment: 2021 Event Task List (6216 : Event Task List)

**Festivals Committee
2021 Work Plan**

Month	Agenda Topics
May	• Welcome New Committee Members • Budget Update • Review Event Guidelines • Review Vendor Participation (Restaurants, Artists/Craftsman, other types of businesses) • Approve Main Stage Sound & Lighting Quote/DJ Services for Children's Area • Approve Main Tent and Stage Quote • Approve Shuttle Service Quote • Discuss Children's Area (inflatables) • Committee Member Event Assignments
May	

Future Agenda Topics

• Live Music Options • Sponsorship • 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 April: ✓ Event Music ✓ Review Sponsorship Package ✓ Event Promotion – Social Media/Website ✓ Committee Member Event Assignments
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