



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

www.cityofmequonwi.gov

FESTIVALS COMMITTEE
Monday, May 19, 2025
6:30 PM
North Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. April Minutes
- 3) Redbud Festival Recap
 - a. Feedback Received from Redbud Festival
- 4) Review of Expenses
- 5) Next Meeting Date and Time: June 16 at 6:30 p.m.
- 6) Adjourn

Dated: May 19, 2025

/s/ Miranda White, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



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FESTIVALS COMMITTEE
Monday, April 21, 2025
6:30 PM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

- Chair Miranda White
- Vice Chair Deanna Conaty
- Committee Member Jenne Hohn
- Committee Member Lisa Liljegren
- Committee Member Laeh McHenry
- Committee Member Brett Benson -- **Absent**
- Committee Member Tracy Johnson -- **Absent**
- Committee Member Moshe Luchins -- **Absent**
- Committee Member Vanessa Nerbun -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. March Minutes

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

AYES:	White, Conaty, Hohn, Liljegren, McHenry
ABSENT:	Benson, Johnson, Luchins, Nerbun

3) Redbud Festival

Executive Assistant Enea shared the plan for the day of the Redbud Festival, i.e. road closure, committee assignments, and vendor move-in. She also gave an update on tote and poster sales, as well as the succulent workshop sign-up. The Committee voted to add a face painter for \$500, the motion was moved by Chair White and seconded by Committee Member Hohn. The Committee voted to purchase 50 yard signs, the motion was moved by Chair White and seconded by Committee Member Benson. Lastly, the Committee voted to place Facebook ads in the

Attachment: Festivals Mins 042125 (10370 : April Minutes)

amount of \$200, the motion was moved by Chair White and seconded by Committee Member Benson. Executive Assistant Enea will email the Committee when yard signs and flyers are ready for pick-up.

4) Taste of Mequon

1. Stage Quote

RESULT: Approved by Voice Acclamation [Unanimous]

MOVED BY: Committee Member White

SECONDED BY: Committee Member Hohn

AYES:	White, Conaty, Hohn, Liljegren, McHenry
ABSENT:	Benson, Johnson, Luchins, Nerbun

5) Park Beer Gardens

The Committee discussed having beer gardens at the parks as a way to raise more money. They will continue discussions at the May meeting.

6) Next Meeting Date and Time: May 19 at 6:30pm

7) Adjourn

Committee Chair White moved to adjourn at 7:07 p.m. and Vice Chair Conaty seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant

Attachment: Festivals Mins 042125 (10370 : April Minutes)

Carrie Enea

From: Michael <mhaessly@gmail.com>
Sent: Sunday, May 11, 2025 10:14 AM
To: Carrie Enea
Subject: Re: Redbud Festival Instructions & Vendor Placement

Hi Carrie.

First of all, yesterday's show was amazing. I say this because normally first year shows are not very successful. I was surprised by the amount of people, the selection of vendors as well as food. Anyway, I hope you decide to have a second annual festival next year. As I would be more than happy to participate again. Thank you so much. Also, I did ran into a friend of mine who knows you well, Bill Gebhardt. Thanks again.

Michael

Sent from my iPhone

On Apr 28, 2025, at 12:26 PM, Carrie Enea <CEnea@cityofmequonwi.gov> wrote:

<image002.png>

May 10, 2025 from Noon – 5:00 PM

VENDOR EVENT INFORMATION

To: La Grand Coq Candle Company

The Redbud Festival is fast approaching. The Festivals Committee would like to provide you with important information you will need to know prior to the event.

<image004.jpg>

NO LATE ARRIVALS WILL BE ACCEPTED

Due to the safety of all event participants, vendors arriving after 11:30 AM will not be allowed to participate. Please plan accordingly.

Attachment: Redbud Feedback (10372 : Feedback Received from Redbud Festival)

Carrie Enea

From: D'Cruze-Jung, Lara <LDCruze@townbank.us>
Sent: Thursday, May 15, 2025 3:47 PM
To: Carrie Enea
Subject: Redbud Festival

Hi Carrie

We had so much fun at the Mother's Day Card Station. We would love to do it again next year if you do the same thing or if you have a different kids activity. The turnout to the activity was amazing and the kids loved it. All the adults we spoke to thought the idea was great and were thanking us, but really you, for having that station. We look forward to the next event we can be a part of.

Lara A. D'Cruze-Jung

VP Market Manager – Mequon Branch

Town Bank, N.A.

A Wintrust Community Bank

10806 N. Port Washington Road

Mequon, WI 53092

Direct: (262) 643-1405

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Attachment: Redbud Feedback (10372 : Feedback Received from Redbud Festival)

Carrie Enea

From: wordmaster@wi.rr.com
Sent: Thursday, May 15, 2025 5:10 PM
To: Carrie Enea
Subject: Mequon festivals

My name is Dennis Casey and I may have reached out to you last year regarding the location of the festivals fronting City Hall.

With the addition of a festival this year, and its growing successes, I'd like to point out to you a couple of statistics that may get your attention.

The population per square mile in Thiensville is about 2,964. In Mequon, it is about 549. What these numbers demonstrate is a high-density municipality that has few arterial choices to take, has to use side streets not constructed to carry additional traffic when you hold your festivals on the only southern mainline route out of Thiensville.

I see no reason to believe that the number of festivals to be held in front of City Hall won't increase. I again urge your committee to revisit the logistics of closing Cedarburg Road several times a year and forcing mainline traffic onto side streets where honoring stop signs and rights of way are treated as mere suggestions.

I think any good neighbor would know what is the right thing to do.
- Dennis Casey, Thiensville

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Attachment: Redbud Feedback (10372 : Feedback Received from Redbud Festival)

Festivals 2025 Funds & Expenses

Carry-over from 2024	2,346
City Contribution	7,500
Starting Balance	9,846
Ending Balance	

Sponsors

Sommer's	5750
Richmond Investments	
M-T Comm. Foundation	400
Town Bank	3000
Kohler Credit Union	4800
Froedert & MCW	1000
M-T Sunrise Rotary	1600
Annex Wealth Mgmt	750
Concordia Univ.	750
Piggly Wiggly	500
Hawkins Ash CPAs	3200
M-T Women's Club	750
TOTAL	22,500

Vendor Fees

TOTAL TOM	3151.65
TOTAL REDBUD	1563.94
Profit from Festival	2866.24
Total Funds	39927.83
Balance as of 5/16/25	8365.99

Redbud Expenses

Area Rental- Stage	2417.56
Succulent Workshop	500
Photobooth	799
Make own bouquet	1344
Whole Yachta Love	2300
PortaJohn	855
Banners	239.22
Sound & Light	875
Dumpster	
Face Painter	500
Map Artist	500
100 16 X 24 Maps	529
25 Poster Maps	315
Yard Signs	339.29
Totes	1043.78
Flyers	24.75
Tent	63.59
Framed Map(City Hall)	57.4
2nd framed map(SIP)	20.99
Foxtown	741
Batteries for walkie talkie	15.19
Snacks for volunteers	77.48
FB ads	4.24
Employee Meals	300
Thank you cards	19.19
TOITAL	13880.68

T.O.M. Expenses

Atlas Stage	5394
Caricature Artist	
Board & Brush	
Sainted Patrons	1200
Allison Mahal Trio	1500
Failure to Launch	4000
PortaJohn	
Kim Guibord (Sound & Light)	2175
Volunteer Recognition	
Day of Supplies	
Staff Thank you	
Website Domain	12.16
Thank you cards	
Dumpsters	
Johnson Bus	
Photographer	
Electrician	
Balloon Artist	750
Electronic Sign	
Rock Wall	650
Face Painter	700
TOTAL	16381.16

Attachment: Festivals Expenses 2025 (10373 : Expenses)

Balance after TOM

New Balance

WW Expenses

Cookies	
Art Craft	
Tent, carpet, drape	
Carriage	800
Santa Brian	500
Cocoa	
Sound/Lighting	
News Graphic/Save the Date	
Lamp Bows	
Marketing Flyers	
Wood	
Face Painter	
Kerosene for Heaters	
Thank you cards	
DPW Thank you	
TOTAL	1300

SUMMARY:

Carry-over from 2024	2,346
City Contribution	7,500
Starting Balance	9,846
TOM Sponsorships	
Vendor Fees for 2025	
2025 TOM Expenses	
Balance after TOM	
WW Sponsorships	
WW Expenses	
Carryover to 2026	
City Contribution	
Starting Balance 2026	