



11333 N. Cedarburg Road  
Mequon, WI 53092  
Phone: 262-236-2941  
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[www.ci.mequon.wi.us](http://www.ci.mequon.wi.us)

**FESTIVALS COMMITTEE**  
**Wednesday, July 19, 2023**  
**6:30 PM**  
**North Conference Room**

**Agenda**

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes  
**Action requested: review and approve**
  - a. June Minutes
- 3) Vendor and Sponsor Updates
- 4) New Load-out Instructions
- 5) Children's Area
  - a. Face Painter Quote
- 6) Marketing
  1. Article for Beacon
  2. Flyer
- 7) Next Meeting Date and Time
  - A. August 16 at 6:30 P.M.
- 8) Adjourn

*Dated: July 19, 2023*

*/s/ Vanessa Nerbun, 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**  
**Wednesday, June 21, 2023**  
**6:30 PM**  
**North Conference Room**

**Minutes**

1) Call to Order, Roll Call

**Present:**

Chair Vanessa Nerbun  
 Committee Member Deanna Conaty  
 Committee Member Jenne Hohn  
 Committee Member Lisa Liljegren  
 Committee Member Moshe Luchins  
 Committee Member Christine McLean  
 Vice Chair Miranda White  
 Committee Member Tracy Johnson -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. May Minutes

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

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

3) Vendor & Children's Stage Updates

a. Vendor Updates

Vendor application numbers are on track. All vendor tables need to be properly clothed, pass on-site health inspection, and ready to go at 11:45AM. Executive Assistant Enea will speak with Health Inspector Carlson about any issues from last year and follow-up with those vendors accordingly.

4) Items from City Planning Meeting

a. Departure of Vendors

The Committee discussed several options for having a more orderly dismissal of vendors this year. Like at check-in, there needs to be flaggers, bullhorn, and everyone wearing vests. It was determined that everyone needs to exit north to avoid any turn-arounds. Also, Committee members will check-in with vendors and make sure they understand load-out procedures. Chair Nerbun, Vice-Chair Lambert, and Executive Assistant Enea will draft load-out instructions for the Committee's review..

b. PORT-A-JOHN by Children's Area

1. PORT-A-JOHN Quote

The Committee approved \$295 to add 2 additional restrooms and a sink near the Children's Area.

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

**MOVED BY:** Member Conaty

**SECONDED BY:** Committee Member Hohn

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

c. Sparky & Fire Truck

The Committee agreed to have Sparky the mascot and a firetruck for the Children's Area.

d. ATM locations

The Committee discussed how some vendors did not like the ATM placements last year. They agreed to have one in front of City Hall and the other closer to the entrance.

5) Volunteers

The first volunteer inquiry was received. Committee Member Hohn and Executive Assistant Enea will work on getting the SignUpGenius link set-up. The Committee discussed possible groups to send it out to.

6) Publicity

Facebook posts will start after next meeting and the publicity flyer will be ready for distribution at the August meeting.

7) Photo Op & Flag Follow-up

The Committee discussed having a festival map on an easel at the Welcome Booth and also having a hay bale, mums, and Taste of Mequon backdrop for a photo op. The Committee approved a contract of \$1,050 for two caricature artists by Party Ace LLC. The motion was made by Committee Member Liljegren and seconded by Committee Member Hohn. The Committee also approved the addition of 12 cocktail tables to the Area Rental contract. The motion was made by Chair Nerbun and seconded by Committee Member Hohn. Lastly, the Committee approved the Sound and Lighting Contract of \$2,025 with Kim Guibord DBA Event Services. The motion was made by Committee Member Liljegren and seconded by Committee Member McLean.

- 8) Next Meeting Date and Time  
A. July 19 at 6:30pm

- 9) Adjourn

Committee Member Hohn moved to adjourn at 7:30PM and Committee Member Liljegren seconded.

Respectfully Submitted,

*Carrie Enea*  
*Executive Assistant*

| Vendor                                | Participated in 2022 | Participated in 2021 | Liquor License | 2023      |     |
|---------------------------------------|----------------------|----------------------|----------------|-----------|-----|
| <b>Artist/Craftsman Vendors</b>       |                      |                      |                |           |     |
| Beyond the Design LLC                 | Yes                  |                      |                |           |     |
| Black Birch                           | No                   | No                   |                | Yes       | 125 |
| C Squared Wood Products               | No                   | Yes                  |                |           |     |
| Created by Kimberly (Sew Weird)       | Yes                  | No                   |                | Yes       | 75  |
| JLEE Studio - Wearable Art            | Yes                  | Yes                  |                |           |     |
| Danielle's Designs                    |                      |                      |                | Yes       | 125 |
| Dog Gone Great LLC                    | Yes                  |                      |                | Yes       | 125 |
| Elegant Henna Tattoo                  | No                   | Yes                  |                | Yes       | 75  |
| Full Circle Healing Farm at MNP       | Yes                  |                      |                |           |     |
| Hiawatha Wood LLC                     | Yes                  | Yes                  |                | Yes       | 125 |
| Honey Down Farm                       | Yes                  |                      |                |           |     |
| Garden Art by Dave                    | Yes                  | No                   |                |           |     |
| Jen's Nifty Creations                 | Yes                  |                      |                |           |     |
| Jimmies Dog Gone Treats               | Yes                  | Yes                  |                | Yes       | 75  |
| Lake Country Growers                  |                      |                      |                | Yes       | 75  |
| MB By Design                          | Yes                  | Yes                  |                |           |     |
| Prairie Junction Farms                |                      |                      |                | Yes       | 75  |
| The Prpl Swan                         | Yes                  |                      |                | Yes       | 75  |
| Tobin Jewelers                        | Yes                  | Yes                  |                | Yes       | 75  |
| With My Whole Heart                   |                      |                      |                | Coming    |     |
| <b>Total Artist/Craftsman Vendors</b> | <b>13</b>            | <b>5</b>             |                | <b>11</b> |     |
| <b>Non-Food Beverage Vendors</b>      |                      |                      |                |           |     |
| Advanced Wildlife & Pest Control      | Yes                  | Yes                  |                | Yes       | 125 |

|                                          |     |          |  |         |     |
|------------------------------------------|-----|----------|--|---------|-----|
| Alzheimer's Assoc. of Wisconsin          | Yes |          |  |         |     |
| Board & Brush                            | Yes |          |  | Yes     |     |
| Cricket Academy                          | Yes |          |  |         |     |
| D & D Cards and Gifts                    |     | Yes      |  |         |     |
| Fred Astaire Dance Studio                |     |          |  | Yes     | 125 |
| Supercuts                                | No  | Canceled |  |         |     |
| Let's Celebrate                          | Yes |          |  | Yes     | 125 |
| Mequon Community Foundation              | Yes | Yes      |  | Yes     |     |
| Mequon Thiensville Chamber of Commerce   | Yes | Yes      |  | Yes     | 175 |
| M-T Education Foundation                 | Yes |          |  |         |     |
| Mequon Thiensville Historical Society    | Yes | Yes      |  | Yes     |     |
| Missing Links                            | Yes |          |  |         |     |
| Christ Alone Evangelical Lutheran Church | Yes | Yes      |  | Yes     | 125 |
| BE Martial Arts, LLC                     | Yes | Yes      |  | Yes     | 125 |
| Renewal by Andersen                      |     | Yes      |  |         |     |
| Shorewest Realty                         |     |          |  | Yes- \$ |     |
| StretchLab                               |     | Yes      |  | Yes     | 225 |
| Knowledge Edge                           |     | Yes      |  |         |     |

|                                        |                             |                                      |                       |             |
|----------------------------------------|-----------------------------|--------------------------------------|-----------------------|-------------|
| Little Sprouts Play Café               | Yes                         |                                      |                       |             |
| Winkie's                               | Yes                         |                                      |                       | Coming      |
| Mathnasium of Mequon                   | Yes                         | Yes                                  |                       |             |
| <b>Total Non-Food/Beverage Vendors</b> | <b>15</b>                   | <b>12</b>                            |                       | <b>11</b>   |
| <b>Food Beverage Vendors</b>           |                             |                                      |                       |             |
| Appe Thai                              | Yes                         | Yes                                  |                       | Yes         |
| Arby's                                 |                             |                                      |                       |             |
| Armon's Catering                       | Yes                         |                                      |                       |             |
| Blue Cow Creperie                      | Yes                         | No                                   |                       |             |
| MIL-WOK-EE Asian Street Food           | Yes                         | Canceled week of                     |                       | Yes         |
| Cocoa Tree Confectionery (Gelato)      | Yes                         | Yes                                  |                       | No          |
| Colectivo Coffee                       | Canceled                    |                                      |                       |             |
| Dr Dawg                                | No                          | Yes                                  |                       | Yes         |
| <b>Vendor</b>                          | <b>Participated in 2022</b> | <b>Application Received for 2023</b> | <b>Liquor License</b> | <b>2023</b> |
| Falafel Guys, LLC                      | Yes                         | Yes                                  |                       | Yes         |
| Fiddlehead's                           |                             |                                      |                       |             |
| Foxtown Brewing                        | Yes                         |                                      |                       | Said Yes    |
| Frankies Food Truck (Caribbean & BBQ)  | Yes                         |                                      |                       | Yes         |
| glaze, LLC                             | Yes                         | Yes                                  |                       | Yes         |
| Good City Brewing                      |                             |                                      |                       |             |
| Greek Street Eats                      |                             |                                      |                       | Yes         |
| Happy Dough Lucky                      |                             | No                                   |                       | Said Yes    |
| Immy's African Cuisine                 | Canceled                    | Yes                                  |                       | Yes- \$     |

300

250

250

250

300

150

250

|                                        |     |                  |     |     |     |
|----------------------------------------|-----|------------------|-----|-----|-----|
| Julie's Blue Ribbon Cookies            |     | Canceled week of |     | Yes | 150 |
| Kha Sushi Land                         | Yes |                  | Yes | Yes | 150 |
| Leonardo's Pizza                       | Yes | Yes              |     | Yes | 250 |
| Mequon-Milwaukee Diversity Rotary Club | Yes | No               | Yes | Yes | 300 |
| Pete's Pops                            | Yes |                  |     | Yes | 150 |
| S & T Cuisine                          |     |                  |     | Yes | 250 |
| Say Cheese Curd Company                | Yes |                  |     |     |     |
| Sendik's                               | Yes | No               |     |     |     |
| SIP MKE                                | Yes | Yes              | Yes |     |     |
| Stilt House                            | No  | Canceled day of  | Yes | Yes | 250 |
| Strolling Donuts                       | Yes |                  |     | Yes | 150 |
| T. BEST Kettle Corn Co.                | Yes | Unable to Attend |     |     |     |
| That Taco Guy                          | Yes | Unable to Attend |     | Yes | 250 |
| The Cheel                              | Yes | Yes              |     | Yes |     |
| The Ladle Lady                         |     |                  |     | Yes | 150 |
| Baaree                                 | Yes | Yes              | Yes | Yes |     |
| Daily Taco & Cantina                   | Yes | Yes              |     | Yes | 250 |
| eeat.us                                | Yes | Yes              |     | Yes |     |
| The Nutman Company USA, Inc.           | Yes | Yes              |     | Yes | 250 |
| The Ruby Tap                           | Yes | Yes              | Yes | Yes | 200 |
| The Smokin' C's BBQ                    | No  | No               |     | Yes | 250 |

|                                    |           |           |          |           |
|------------------------------------|-----------|-----------|----------|-----------|
| Thiensville-Mequon Lion's Club     | Yes       | Yes       |          | Said Yes  |
| Tots on the Street                 |           |           |          | Yes       |
| Uyghur Grill                       | Yes       |           |          | Yes       |
| Yummy Bones                        |           | Yes       |          |           |
| <b>Total Food/Beverage Vendors</b> | <b>27</b> | <b>17</b> | <b>6</b> | <b>27</b> |

250

150

7200

**OLD LOAD-OUT INSTRUCTIONS (9:00 p.m.)**

- Food/Beverage vendors will be allowed to close down at 9:00 p.m.
- All non-food/beverage vendors will be allowed to close down at 6:00 p.m.
- **Concrete barriers will be removed from the north and south ends of Cedarburg Road at the conclusion of the event.**
- All vendors must be off of Cedarburg Road by 10:00 p.m. to ensure Cedarburg Road is reopened in a timely manner.

**NEW LOAD-OUT INSTRUCTIONS (9:00 p.m.)**

- All vendors will be allowed to close down at 9:00 p.m.
- **Concrete barriers will be removed from the north and south ends of Cedarburg Road at the conclusion of the event**
- Once the Department of Public Works have removed the picnic tables from the street, vendors will be able to enter Cedarburg Road with their vehicles to start loading. Please wait for staff to flag you in.
- Like at check-in, a one-way load-out procedure will be utilized meaning all vehicles will depart through the north exit. Starting at approximately 9:30 p.m., staff will start at the north end and allow vendors to depart if they are ready. If you are not ready when staffers get to you, you will have to wait until they go down the line and come back.
- All vendors must be off of Cedarburg Road by 10:00 p.m. to ensure Cedarburg Road is reopened in a timely manner.



4hr Face Painting

5.a.a

**Best Value**

\$420



3hr Face Painting

\$300



2hr Face Painting

\$200

**Most popular**



1hr Face Painting

\$100

Attachment: Rates (8601 :



1hr Glitter tattoo

\$45

Packet Pg. 11

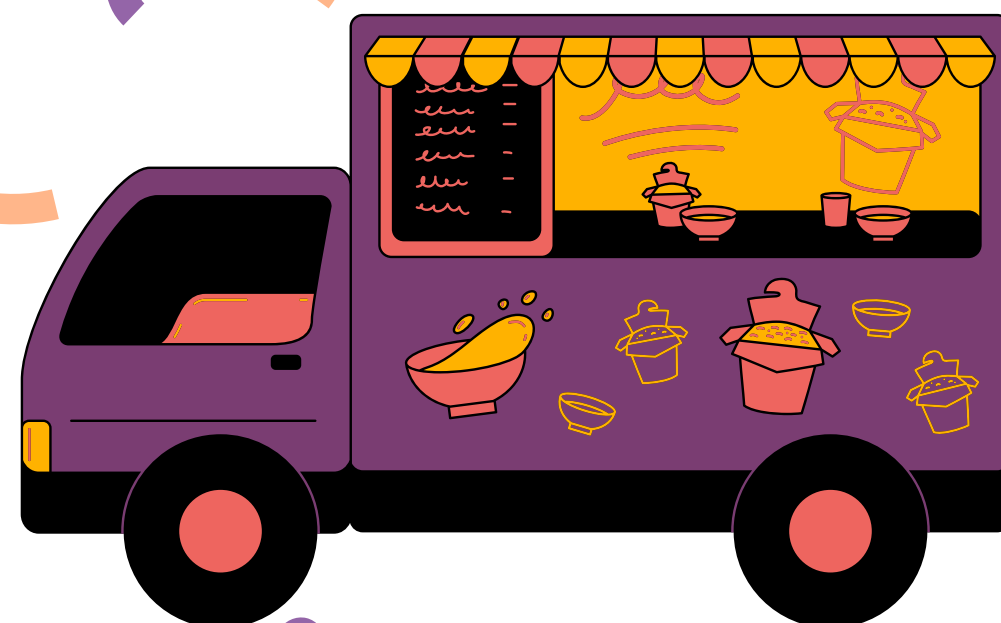


**Taste of Mequon** was created in 2013 to spotlight community restaurants, artists and entertainers while bringing residents and business owners together to showcase all the elements that make Mequon a terrific place to call home. This year's festival will take place on Saturday,

September 9 from noon – 9:00 P.M. Taste of Mequon has grown larger every year and on average has 12,000+ attendees. Event participants can enjoy the taste of scrumptious food prepared by local restaurants, sit back and listen to sounds of local entertainers, visit with family, friends and neighbors, and stroll from booth to booth to appreciate the artwork crafted by local artists. The festival also has a fabulous children's area with free activities such as inflatables, board painting with local business *Board & Brush*, face painting, balloon artists, and professional caricature drawings to take home. New this year will be a children's stage that will feature dancers from Bella Via Dance Studio, North Shore Dance Studio, and Beglan Academy of Irish Dance, as well as *BE Martial Arts* demonstrations throughout the day. After the sun sets, the stage will become a neon "Silent Disco" dance party. At the main stage, The Vee Three will perform from 12:30 – 2:30 P.M., the FallBack Band will take the stage from 3:00 – 5:00 P.M., and the headliner will be Hot Rod Huey & The B Sides from 6:00 – 9:00 P.M. Don't miss the fireworks show at the end of the night to celebrate the festival's 10-year anniversary! Many thanks to sponsors Kohler Credit Union, Sommer's Automotive, Froedert & Medical College of Wisconsin, Richmond Investment Services, Olsen's Piggly Wiggly, Mequon-Thiensville Community Foundation, and Port Washington State Bank. More information regarding the festival can be found here: <https://www.mequonfestivals.org/>

# MUSIC

The Vee Three 12:30-2:30 PM  
FallBack 3 - 5 PM  
Hot Rod Huey & The B Sides 6 - 9 PM



10-YEAR  
ANNIVERSARY  
CELEBRATION!

# Taste of Mequon

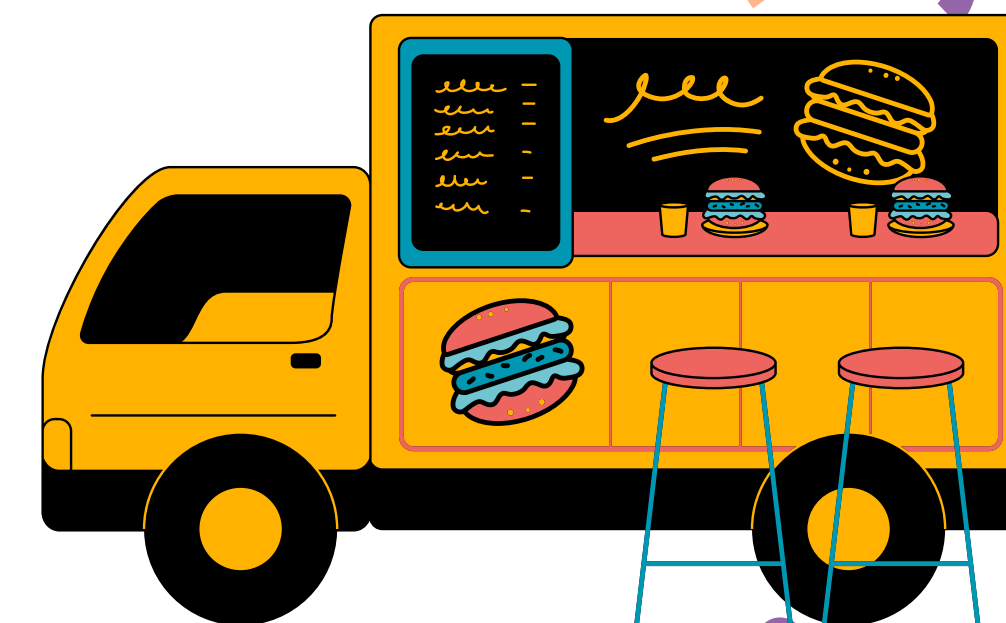
FOOD . MUSIC . ART

## FOOD VENDORS

APPETHAI - CHEEL - DAILY TACO - DR. DAWG - FALAFEL GUYS - FRANKIES -  
GLAZE ICE CREAM - GREEK STREET EATS - IMMY'S AFRICAN CUISINE - JULIE'S  
BLUE RIBBON COOKIES - KHA SUSHI LAND - LEONARDO'S PIZZA - MIL-WOK-EE  
ASIAN STREET FOOD - PETE'S POPS - S & T CUISINE - STILT HOUSE - STROLLING  
DONUTS - THAT TACO GUY - THE LADLE LADY - THE SMOKIN' C'S BBQ - TOTS ON  
THE STREET - UYGHUR GRILL

# CHILDREN'S AREA

Inflatables - Children's Stage  
Board Painting - Face Painting  
Caricature & Balloon Artists



DON'T MISS  
THE  
FIREWORKS!

Attachment: 2023 TOM flyer (8603 : Flyer)



**sommer's**  
Where customers send their friends



Noon - 9:00 PM at Mequon City Hall  
MORE INFO AT [WWW.MEQUONFESTIVALS.ORG](http://WWW.MEQUONFESTIVALS.ORG).