



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

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Wednesday, August 11, 2021
6:30 PM
South Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. Minutes
- 3) Vendor and Sponsor Updates
 - a. Vendors
 - b. Sponsors
- 4) 9/11 Recognition Updates
- 5) Logistics Updates
 - a. Committee Member Assignments for event
 - b. Event set-up
 1. Schedule
 2. Map
 3. Space Numbers
 4. Space numbers
- 6) Children's Area Updates
- 7) Marketing/Communications
 - a. Signs- Posters, Yard, and Banners
 1. Yard Signs
 - i. Yard Pick-up Day: Aug. 27
 2. Banners
 - i. Special Event Banner Permit Application
- 8) Volunteer Recruitment
- 9) Next Meeting Date and Time
September 9 at 6:30 P.M.
- 10) Adjourn

Dated: August 11, 2021

/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
Thursday, July 8, 2021
6:30 PM
South Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Vice Chair Kirsten Hildebrand
Committee Member Janet Fussell
Committee Member Jenne Hohn
Committee Member Moshe Luchins
Committee Member Christine McLean
Committee Member Miranda White
Chair Vanessa Nerbun -- **Absent**
Committee Member Dynami Al-Anjeri -- **Absent**
Committee Member Tracy Johnson -- **Absent**
Committee Member Lisa Liljegren -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. June Minutes

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

AYES:	Hildebrand, Fussell, Hohn, Luchins, McLean, White
ABSENT:	Nerbun, Al-Anjeri, Johnson, Liljegren

3) Approval of Festival Contracts

a. Gypsy Geoff

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

AYES:	Hildebrand, Fussell, Hohn, Luchins, McLean, White
ABSENT:	Nerbun, Al-Anjeri, Johnson, Liljegren

b. Johnson School Bus

Attachment: Festival Minutes July 8 2021 (6518 : Minutes)

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

AYES: Hildebrand, Fussell, Hohn, Luchins, McLean, White
ABSENT: Nerbun, Al-Anjeri, Johnson, Liljegren

c. LO/ST Band

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

AYES: Hildebrand, Fussell, Hohn, Luchins, McLean, White
ABSENT: Nerbun, Al-Anjeri, Johnson, Liljegren

d. Stray Voltage Band

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

AYES: Hildebrand, Fussell, Hohn, Luchins, McLean, White
ABSENT: Nerbun, Al-Anjeri, Johnson, Liljegren

4) 9/11 Recognition

The Committee discussed having flags at every booth, having a tribute at the start of the Festival and another one between 5:30-6:00 P.M., and giving out stickers. Committee Member White will look into pricing for stickers. Committee Member Hohn will contact the high school about the band performing and a student to sing the anthem. Committee member Fussell will speak with the Mayor about his availability and possibly the American Legion's participation. The Boy Scouts' participation was also an idea. Executive Assistant Enea will check the Police and Fire Departments' availability. For the crafts area, there will be a red, white, and blue option available.

5) Logistics Update

a. Logistics Update

Committee member Fussell will look into ATM options and present at the next meeting.

6) Vendor Update Since Last Meeting

1. Vendor List

We currently have 14 vendors. This is the main focus because the deadline is July 16. Committee members will follow-up with their contacts, Milwaukee food trucks and the vendors at the Thiensville Market that takes place on Tuesdays.

7) Sponsor Update Since Last Meeting

1. Sponsor List

The Sponsor deadline is also on 7/16. We will wait to see who returns their Sponsorship forms by then.

8) Children's Area Updates- Mascots

Still waiting on quote from KC Inflatables. The Fire Department's Sparky the Dog is available. Lakeshore Chinooks' Gil is available. Committee Member Luchins will check with Piggly Wiggly.

9) Marketing/Communications

a. Signs- Yard and Banners

Need to confirm sponsors before getting posters printed. Will use current yard signs and banners, just need to order stickers to update with current year.

b. Website/Social Media

Committee member White has been working on the website and Facebook page. Requested all members to share her posts on their Facebook pages to get the word out. Executive Assistant will send her 2019 pictures to use.

c. News Graphic

Will reach out to Lisa Curtis with the NewsGraphic to check on normal timeline for posting.

d. Event Photographer

Committee member Fussell said her husband might be a possibility. The Committee agreed that everyone would take pictures with their cell phones and send to Executive Assistant Enea to save for future use.

e. Community Calendars

10) Volunteer Management

The Committee will hone volunteer details in August.

a. Recruitment

b. Job Descriptions

1. Volunteer Descriptions

c. Shifts

1. Volunteer Schedule

11) Future Agenda Items

Review vendor and sponsor submissions.

Approve 3rd band (Sawdust Symphony) contract.

Approve KC Inflatables Contract.

Review volunteer needs.

Review ATM details.

Review sticker proposal.

12) Next Meeting Date and Time

July 22, 2021 at 6:30 P.M.

13) Adjourn

Motion to adjourn the meeting at 7:36 P.M.
MOVED BY: Vice Chair Hildebrand
SECONDED BY: Committee Member Hohn
RESULT: Approved by Voice Acclamation [Unanimous]

Respectfully Submitted,

Carrie Enea

Vendor	Participated in 2019	Application Received for 2021	Liquor License
Artist/Craftsman Vendors			
C Squared Wood Products	Yes	Yes	
Lana Voskoboynik	Yes		
JLEE Studio - Wearable Art	Yes	Yes	
Dynami Couture	Yes		
Elegant Henna Tattoo	No	Yes	
Hiawatha Wood LLC		Yes	
Tobin Jewelers	Yes	Yes	
Total Artist/Craftsman Vendors	5	5	
Non-Food Beverage Vendors			
Advanced Wildlife & Pest Control		Yes	
D & D Cards and Gifts		Yes	
Dog Gone Treats		Yes	
Feed Bag Pet Supply Co.	Yes		
Supercuts	Yes	Yes	
Mequon Community Foundation		Yes	
Mequon Nature Preserve		Interested	
Mequon Thiensville Chamber of Commerce	Yes	Yes	
Mequon Thiensville Historical Society	Yes	Yes	
Christ Alone Evangelical Lutheran Church	Yes	Yes	

BE Martial Arts, LLC	Yes	Yes	
Renewal by Andersen	Yes	Yes	
StretchLab		Yes	
Knowledge Edge	Yes	Yes	
Mathnasium of Mequon	Yes	Yes	
Total Non-Food/Beverage Vendors	8	13	
Food Beverage Vendors			
Appe Thai	Yes	Yes	
Atlas BBQ	Yes	Yes	
Bartolotta Mr. B's Steakhouse Mequon	Yes		
Blue Cow Creperie	Yes	Interested	
Bubble Waffle Shoppes	Yes	Yes	
Café Hollander	Yes	Declined	
Cocoa Tree Confectionery (Gelato)		Yes	
Corazon (Food Truck)			
Delicately Delicious	Yes		
Dr Dawg	Yes	Yes	
Vendor	Participated in 2019	Application Received for 2021	Liquor License
Drift	Yes		
Falafel Guys, LLC	Yes	Yes	
Foxtown Brewing			
glaze, LLC	Yes	Yes	

Happy Dough Lucky	Yes	No	
Immy's African Cuisine	Yes	Yes	
Julie's Blue Ribbon Cookies		Yes	
Leonardo's Pizza	Yes	Yes	Yes
Mequon Chancery	Yes	No	
Mequon Police Association	Yes	No	
River Club		No	
Shully's Cuisine	Yes		
SIP MKE		Yes	Yes
Stilt House	Yes	Yes	Yes
T. BEST Kettle Corn Co.	Yes	Unable to Attend	
That Taco Guy	Yes	Unable to Attend	
The Cheel	Yes	Yes	
Baaree	Yes	Yes	Yes
Daily Taco		Yes	
eeat.us	Yes	Yes	
The Dive	Yes	Yes	
The Nutman Company USA, Inc.	Yes	Yes	
The Ruby Tap	Yes	Yes	Yes
Thiensville-Mequon Lion's Club	Yes	Pending	Pending
Tropical Pops		Yes	
Yummy Bones		Interested	

Total Food/Beverage Vendors	24	21	6
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Taste of Mequon 2021 Sponsors

NAME	AMOUNT	NOTES
Annex Wealth		
Bank Mutual		
BMO Harris		
Cliff Bergin		
College Nannies + Tutors		
Concord Development Company		
Concordia University	\$1,000	
First Bank		
Fromm Foods		
Hildebrand Law		
Knowledge Studio One	\$200	Towards entertainment
Lakeside Development Company		
Mequon Community Foundation	\$500 to Fire Dept.	
Port Washington State Bank	\$500	
Quintessa		
Renewal by Anderson	\$200	
Richmond Investment Services	\$500	
Shaffer Development-Spur 16		
Sommers Automotive		
Spectrum Investment	\$500	
StretchLabs	\$500	
Veridian Homes		
Ziegler Wealth		

Total: \$3,400

Attachment: Taste of Mequon 2021 Sponsors (6520 : Sponsors)

SETUP

Main Check in (3)	8:30 to Noon			
Drive Flagger (1)	8:30 to Noon			
Cedarburg Rd Support (4)	8:30 to Noon			
Children's / Art (3)	8:00 - 11:30			
Homestead Parking Setup (2)	8:00 - 10:00			

Greeter - North Info Booth (1 per shift, 3 ttl)	
12:00 to 2:00	
2:00 - 4:00	
4:00 - 6:00	

Greeter - South Info Booth (1 per shift, 3 ttl)	
12:00 to 2:00	
2:00 - 4:00	
4:00 - 6:00	

Mascot Escort	
430-6 (Gil)	

Entertainment Stage	
1130-230	
3-530	
530-730	
730-930	

Children's Area (6 per shift, 18 ttl)	Community	Volunteers				
Noon to 2:00						
2:00 to 4:00						
4:00 to 6:00						

Shorewest
Website

Jim Young
Traviscweber@gmail.com
ARweber2017@gmail.com

emailed 8/5
emailed 4/12
emailed 4/12

Travis Weber
Anne Weber



2021 FESTIVAL GROUNDS – LIBRARY PARKING LOT – CHILDREN’S ACTIVITIES

8/6/2021 9:56 AM

<u>SPACE #</u>	<u>PARTICIPANTS</u>	<u>TENT DIMENSIONS</u>	<u># 20 AMP POWER OUTLETS</u>	<u>LOCATION</u>
81 & 82	BE Martial Arts	10 x 20	None	North Side Parking Lot
83	Christ Alone Evangelical Lutheran Church	10 x 10	None	North Side Parking Lot
83A	Balloon Artist	Next to Renewal by Andersen	None	Entrance of Library Parking Lot
43 & 44	DJ	10 x 20	1 outlet by bathhouse	South Side Library Parking Lot
42	EMPTY			
45-50	EMPTY			
54-67	EMPTY			
76-78	EMPTY			
51-53	KC 20' Tall 4-person inflatable rock climbing wall	As Needed	Generator	South Side Library Parking Lot
68, 69, 70, 71	KC Inflatable 24' Tall Giant Double Lane Slide	As Needed	Generator	North Side Library Parking Lot
72-75	KC Inflatable 40' Obstacle Course	As Needed	Generator	North Side Library Parking Lot
80	KC Inflatables Penguin Fish Fling Game	10 x 10	None	North Side Library Parking lot
79	KC Inflatables Quarterback Toss Game	10 x 10	None	North Side Library Parking Lot
38, 39, 40	Make 'n Take Art	(3) 10 x 10	None	South Side Library Parking Lot
37	Mathnasium of Mequon	10 x 10	None	South Side Library Parking Lot
41	Mequon Knowledge Edge	10 x 20	None	South Side Library Parking Lot
83A	Renewal by Andersen	10 x 10	None	Entrance of Library Parking Lot

Attachment: Space Number Assigned Library Parking Lot 2021 - SPACE NUMBER ORDER.pdf (6530 : Space Numbers)

SPACE NUMBER ORDER - 2021 FESTIVAL GROUNDS – CEDARBURG ROAD –
RESTAURANTS/OTHER PARTICIPANTS 8/04/2021

SPACE #	PARTICIPANTS	LOCATION
1 & 1a	Thiensville Mequon Lion's Cub	East Side/Angle/Cedarburg Road
1b	Falafel Guys – FOOD TRUCK	East side/Cedarburg Road (see map)
1c	Festivals Committee Tent (north end)	See Map
1d	Tropical Pops	North Median (south end) (see map)
2 & 3	Yummy Bones – FOOD TRUCK	East Side Cedarburg Road
4 & 4a	Hiawatha Woodworks	East Side Cedarburg Road
5 & 5a	Stilt House	East Side Cedarburg Road
6	Cocoa Tree Confectionary	East Side Cedarburg Road
7	Appé Thai	East Side Cedarburg Road
8a & 8 & 9 & 10	the cheel & baaree & Daily Taco	East Side Cedarburg Road
11	The Nutman Co.	East Side Cedarburg Road
12	Bubble Waffle Shoppes	East Side Cedarburg Road
13	Ruby Tap	East Side Cedarburg Road
14 & 15	Atlas BBQ	East Side Cedarburg Road
15a	Festivals Committee Tent (south)	East Side Cedarburg Road
16	Blue Cow Creperie – FOOD TRUCK	East Side Cedarburg Road
17a	Mequon Community Foundation	West Side Cedarburg Road
17	Dog Gone Treats	West Side Cedarburg Road
18	Julie's Blue Ribbon Cookies	West Side Cedarburg Road
19	M-T Chamber of Commerce	West Side Cedarburg Road
20 & 21	Leonardo's Pizza	West Side Cedarburg Road
22	Advanced Wildlife Control	West Side Cedarburg Road
23 & 24	Dr. Dawg	West Side Cedarburg Road
25 & 26	SIP MKE	West Side Cedarburg Road
27	StretchLab	West Side Cedarburg Road
28 & 29	Immy's African Cuisine	West Side Cedarburg Road
30 & 31	Picnic Tables	West Side Cedarburg Road
32	glaze	West Side Cedarburg Road
33	D&D Cards and Gifts	West Side Cedarburg Road
34	Supercuts	West Side Cedarburg Road
35	Elegant Henna Tattoo	West Side Cedarburg Road
36	C Squared Wood Products	West Side Cedarburg Road
36a	Jody Flemming – JLEE Studio	West Side Cedarburg Road
36b	Tobin Jewelers	West Side Cedarburg Road

Attachment: Space Number Assigned Cedarburg Road 2021 - SPACE NUMBER ORDER (6529 : Space numbers)

YARD SIGN PLACEMENT



Correct
Cedarburg Road



Not Correct
Cedarburg Road



Not Correct



Correct
Wauwatosa Road



Correct
Mequon Road



Correct
Wauwatosa Road

Yard Sign Locations (2019)

Location	Committee Member
Brighton Ridge Community (Gwen's house on Daventry Road)	Gwen
River Barn Park Entrance	Gwen
Sybaris Pool Suites (need permission from Manager)	Gwen
Kwik Trip	Gwen
Mr. B's	Gwen
River Centre of Mequon	Gwen
Between Lucerne Court and quality Auto Body	Gwen
Before Bayberry Fields Community	Gwen
The Colour Bowl Salon & Wellness Spa	Gwen
Corner of Kathleen Lane & Cedarburg Road	Gwen
Tobin Jewelers	Bridget
City Hall	Bridget
Library	Bridget
Meekown Golf	Bridget
the cheel	Bridget
Corner of Highland and Green Bay Roads (2)	Bridget
Corner of Pioneer and Green Bay Roads	Bridget
Mequon Nature Preserve – Wauwatosa Road	Sue
Highland Road on Wauwatosa Road	Sue
Ozaukee County Ice Arena on Pioneer Road	Sue
Garrisons Glen on Pioneer	Sue
Oriole Lane on Highland	Sue
2620 W. Highland	Sue
River Forest Drive	Sue
Fieldwood on Nature Preserve	Sue
Villa Grove Park	Sue
Friestadt Road near Mequon Pizza/kips home	Sue
Donges Bay & Le Mont	Carrie
Donges Bay & Rangeline Road	Carrie
Rangeline School	Carrie
County Line and Port Washington (east side)	Carrie
Port Washington & Katherine Dr.	Carrie

Attachment: TOM Yard signs (6522 : Yard Signs)

Near west entrance of Katherine Kearney Carpenter Park	Carrie
Near north entrance of Katherine Kearney Carpenter Park Zedler & La Cresta	Carrie
Zedler & Waterleaf Dr.	Carrie
Donges Bay & Lakeshore Drive	Carrie
Lakeshore Dr. near Virmond Park	Carrie

Post Signs/Banners

NOTICE
CARRY-INS OF
ALCOHOL
IS PROHIBITED

Wis. Statute 125.32(6)(a)

Posted within festival grounds

Saturday, September 8 Noon-9pm

Taste of
Mequon



MUSIC • FOOD • ART & FUN

Mequon City Hall • 11333 N. Cedarburg Road
www.mequonfestivals.org

Posted At:

- Rotary Park
- East Side Fire Station
- River Barn Park



11333 N. Cedarburg Rd 60W
Mequon, WI 53092-1930
Phone (262) 236-2902
Fax (262) 242-9655

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Department of Community Development

SPECIAL EVENT BANNER PERMIT APPLICATION

Submit To: Robin Buzzell

For all special event banners, only the following signs are hereby allowed subject to issuance of a permit in accordance with Section 62-4 of the City of Mequon Code of Ordinances:

- Special event banners shall be permitted subject to:
 - ✓ Banner size shall not exceed 30 square feet.
 - ✓ Banner shall not be displayed for more than fourteen (14) consecutive days.
 - ✓ Individual businesses shall be limited to FOUR (4) banner events a year.
- Grand Opening Banners:
 - ✓ One (1) Grand Opening sign per business shall not exceed 30 square feet.
 - ✓ The sign may be displayed for a maximum of thirty (30) days.
- Banner Location Standards:
 - ✓ The banner may not be located closer than ten (10) feet to any property line, right-of-way, or driveway.
 - ✓ The banner shall be located on the ground.

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE NUMBER: _____

BANNER LOCATION: _____

BANNER SIZE & DESCRIPTION: _____

SPECIAL EVENT: _____

DATE(S) BANNER WILL BE HUNG: _____ **THRU** _____

Permit Fee: \$25.00 (Payable to City of Mequon)

The undersigned applicant hereby agrees that failure to remove the banner after the fourteen (14) consecutive days or the thirty (30) days may result in a citation.

Applicant Signature

Date

Property Owner Signature **(REQUIRED)**

Date

Approved: _____
City of Mequon

Date