



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

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Monday, August 19, 2024
6:30 PM
North Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. July Meeting Minutes
- 3) Vendor Updates
- 4) Adventure Rock Contract Approval
- 5) Pizza Contest Update
- 6) Preliminary Festival Map
 1. Map
- 7) Marketing
 - A. Yard Signs & Posters
- 8) Day-of Logistics & Assignments
 1. Entertainment Schedule
 2. Arrive at 8:00am
- 9) Adjourn

Dated: August 19, 2024

/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, July 15, 2024

6:30 PM

North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

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

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. June Minutes

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

MOVED BY: Committee Member White

SECONDED BY: Committee Member McHenry

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

3) Sponsor Updates

M-T Community Foundation signed on as a \$1,000 sponsor, Piggly Wiggly as a \$500 sponsor, and RBC Wealth Management as a \$750 sponsor for the caricature artist.

4) Vendor Review

Attachment: Festivals Mins 071524 (9608 : July Meeting Minutes)

a. Ice Tea Spot Application

RESULT: Approved by Voice Acclamation [4 to 1]**MOVED BY:** Committee Member White

b. Mary Bryant Country Kraft Boutique Application

RESULT: Approved by Voice Acclamation [Unanimous]**MOVED BY:** Nerbun**SECONDED BY:** Member Conaty**AYES:** White, Conaty, Benson, Liljegren, McHenry, Nerbun, McLean**ABSENT:** Hohn, Johnson, Luchins

5) Children's Area

a. Event Schedule

Executive Assistant had not heard back from Bella Via, but had solidified all the other Children's Stage spots. The Committee thought it would be okay to have DJ music and dancing during that time period if Bella Via does not end up participating.

b. Board & Brush Designs

The Committee did not really like the food designs except for the ice cream. They requested to have Board & Brush provide more summer, animal, and Wisconsin themed designs.

c. Pizza Contest

RESULT: Approved by Voice Acclamation [Unanimous]**MOVED BY:** Committee Member White**SECONDED BY:** Committee Member Benson**AYES:** White, Conaty, Benson, Liljegren, McLean, McHenry, Nerbun**ABSENT:** Hohn, Johnson, Luchins

d. Bubble Machines

RESULT: Approved by Voice Acclamation [Unanimous]**MOVED BY:** Nerbun**SECONDED BY:** Committee Member Liljegren**AYES:** White, Conaty, Benson, Liljegren, McLean, McHenry, Nerbun**ABSENT:** Hohn, Johnson, Luchins

e. Library Storytime

The Committee was excited to have Weyenberg Library as a partner to offer Story Time.

f. Swan Pool Floats

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

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

g. Other

The Committee discussed having an after party at Foxtown to help clear the street at the end of the festival. They were in favor if Foxtown was interested in being a sponsor. The Committee also discussed having a family walk/run end at the festival. It was suggested to approach MTCF about a bike ride instead.

6) Next Meeting Date and Time

A. August 19 at 6:30 P.M.

7) Adjourn

Committee Chair White moved to adjourn at 6:55 P.M. and Committee Member Liljegren seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant

Attachment: Festivals Mins 071524 (9608 : July Meeting Minutes)

Vendor	Participated in 2022	Participated in 2023	Liquor License	2024	Total \$
Artist/Craftsman Vendors					
B. Divine Aromatherapy	No	No		Yes	71.09
Beyond the Design LLC	Yes				
Black Birch	No	Yes		Yes	71.09
C Squared Wood Products	No	No			
Created by Kimberly (Sew Weird)	Yes	Yes		Yes	118.48
JLEE Studio - Wearable Art	Yes	No			
Danielle's Designs		Yes		Yes	118.48
Dog Gone Great LLC	Yes	Yes		Yes	118.48
Elegant Henna Tattoo	No	Yes		Yes	71.09
Full Circle Healing Farm at MNP	Yes	No			
Hiawatha Wood LLC	Yes	Yes			
Honey Down Farm	Yes	No			
Jen's Nifty Creations	Yes	No			
Jimmies Dog Gone Treats	Yes	Yes		Yes	71.09
Lake Country Growers		Yes		Yes	71.09
Lee Lifestyle Design				Yes	71.09
Mary Bryant's Country Kraft Boutique				Yes	71.09
MB By Design	Yes	No			
Prairie Junction Farms		Yes			
The Prpl Swan	Yes	Yes		Yes	71.09
Tobin Jewelers	Yes	Yes		Yes	71.09
With My Whole Heart		Yes			

Total Artist/Craftsman Vendors	13	12		12	
Non-Food Beverage Vendors					
Advanced Wildlife & Pest Control	Yes	Yes		Yes	118.48
Alliance Realty/Pet Pictures		Yes			
Alme Design Co.		Yes			
Alzheimer's Assoc. of Wisconsin	Yes	No			
Board & Brush	Yes	Yes		Yes	
Cricket Academy	Yes				
FIFTH-MAIN		Yes			
Fred Astaire Dance Studio		Yes		Yes	\$
Gathering on the Green/Froedert		Yes			
Hey Licorice Dude				Yes	118.48
Let's Celebrate	Yes	Yes		Yes	165.88
Kohler Credit Union (Sponsor)				Yes	
Mequon Community Foundation (Sponsor)	Yes	Yes		Yes	
Mequon Thiensville Chamber of Commerce	Yes	Yes		Yes	118.48
M-T Education Foundation	Yes	Yes			
Mequon Thiensville Historical Society	Yes	Yes		Yes	
Missing Links	Yes	No			

Christ Alone Evangelical Lutheran Church	Yes	Yes		Yes	118.48
BE Martial Arts, LLC	Yes	Yes		Yes	165.88
Renewal by Andersen		No			
Shorewest Realty		Yes		No	
Sovereign Select Insurance Solutions		Yes		Yes	318.48
StretchLab		Yes		Yes	189.57
Knowledge Edge		No			
Little Sprouts Play Café	Yes	No			
Winkie's	Yes	Yes		Yes	118.48
MATC Mequon		Yes		No	
Mathnasium of Mequon	Yes	No		Yes	165.88
Total Non-Food/Beverage Vendors	15	19		15	
Food Beverage Vendors					
Appe Thai	Yes	Yes		Yes	236.97
Blue Cow Creperie	Yes	No			
MIL-WOK-EE Asian Street Food	Yes	Yes		Yes	\$
Café Hollander			Yes	Yes	189.57
Coccos Famous Gyros*				Interested	
Cocoa Tree Confectionery (Gelato)	Yes	No			
Downtown Pizza				Yes	189.57
Dr Dawg	No	Yes		Yes	142.18
Falafel Guys, LLC	Yes	Yes		No	

Flip's Mini Donuts*	No	No		Yes	236.97
Foxtown Brewing	Yes	Yes		Yes	284.36
Frankies Food Truck (Caribbean & BBQ)	Yes	Yes		Yes	236.97
glaze, LLC	Yes	Yes		Yes	142.18
Greek Street Eats		Yes			
Happy Dough Lucky		No			
Immy's African Cuisine	Canceled	Yes		Yes	236.97
Jandy's Base Camp*				Yes	\$
Julie's Blue Ribbon Cookies		Yes		Yes	142.18
Kha Sushi Land	Yes	Yes	Yes	Yes	142.18
La Empanada				Yes	142.18
Lakeside Cookie Co.*				Yes	142.18
LemonZello*				Yes	142.18
Leonardo's Pizza	Yes	Yes		No	
Mequon-Milwaukee Diversity Rotary Club	Yes	Yes		No	
On the Block Burgers*				Yes	236.97
Pete's Pops	Yes	Yes			
S & T Cuisine		Yes		Yes	236.97
Say Cheese Curd Company	Yes	No		Yes	142.18
Sendik's	Yes	Yes		Giving free samples	142.18

SIP MKE	Yes	Yes	Yes	Yes	236.97
Stilt House	No	Canceled day of			
Strolling Donuts	Yes	Yes		Yes	142.18
Sunrise Acai Bowls	No	Yes		Yes	142.18
T. BEST Kettle Corn Co.	Yes	Unable to Attend			
That Taco Guy	Yes	Yes		Yes	236.97
The Cheel	Yes	Yes			
The Ladle Lady	No	Yes		Yes	142.18
Baaree	Yes	Yes			
Daily Taco & Baaree	Yes	Yes	Yes	Yes	473.94
eeat.us	Yes	Yes			
The Nutman Company USA, Inc.	Yes	Yes		Yes	236.97
The Ruby Tap	Yes	Yes	Yes	Yes	142.18
The Smokin' C's BBQ	No	Yes		Yes	236.97
Thiensville-Mequon Lion's Club	Yes	Yes	Yes	Yes	236.97
Tots on the Street	No	Yes		Yes	236.97
Uyghur Grill	Yes	Yes		Yes	142.18
Wan's Thai Cuisine				No	
Weathers Juice Lab (Ice Tea Spot)	No	Yes		Yes	189.57
Wisconsin Fried Cheese Curds*				Yes	142.18
Yummy Bones	Yes	No			
Total Food/Beverage Vendors	27	32	6	33	8896.69



Adventure Rock
 21250 West Capitol Drive
 Brookfield Wisconsin 53072
 U.S.A

INVOICE

Bill To
City of Mequon 11333 N. Cedarburg Road Mequon 53092 Wisconsin U.S.A

Invoice#	ADRock-5884
Invoice Date	August 07, 2024
Terms	Custom
Due Date	September 07, 2024
262-790-6800	105

Item	Description	Qty	Rate	Amount
Portable Wall 3-Hour Deposit	Event Name: Taste of Mequon Event Date: Saturday, September 7th, 2024 Event Time: 4:00pm - 7:00pm Deposit due (2) weeks from the date of this invoice.	1.00	325.00	325.00
Portable Wall 3-Hour Balance	Event Date: Saturday, September 7th, 2024 Event Time: 4:00pm - 7:00pm Balance due at the time of your event.	1.00	325.00	325.00

If you have questions regarding this invoice feel free to contact us at 262-790-6800. Thank you for climbing with us.

Sub Total	650.00
Total	\$650.00
Balance Due	\$650.00

Attachment: ADRock-Invoice (9610 : Adventure Rock Invoice)

Vendor Tents

Food Truck

Restroom

Sink/Wash Area

Dumpsters

Stage

Rock Wall

Vendor Exit

Back to Mequon Road / City Hall Parking

Firetruck

Vendor ADA Parking

Library Parking Lot

Sheriff's Trailer

Children Area Move-In

Turtle B

Sheriff Camera

ATM

Bus Pickup Point

ADA Parking

Cedarburg Rd. Move-In

Sand Parking

No entrance through this parking lot

Vendor Check-In

Vendor Parking

Vendor Entrance

1:1,050

Yard Sign Locations

Location	Committee Member
Yard signs:	
River Barn Park Entrance	Jenne
Sybaris Pool Suites (need permission from Manager)	
Kwik Trip	
Before Bayberry Fields Community	
The Colour Bowl Salon & Wellness Spa	
Corner of Kathleen Lane & Cedarburg Road	
Posters:	
Mr. B's	
Outpost	
Mequon Lawn & Garden	
American Legion	
Yard signs	
Piggly Wiggly	Deanna
City Hall	
River Centre of Mequon (BE Martial Arts)	
Between Lucerne Court and quality Auto Body	
Pool	
Kha Sushi Land	
Board & Brush	
Posters:	
Cafe Hollander	
Colective Coffee	
Elements Massage	
Supercuts	
Yard Signs	
Tobin Jewelers	Miranda
County Line and Port Washington (east side)	
Kohler Credit Union	
Elite Fitness	
Sendik's	
SIP MKE	
Posters:	
BMO Harris (Mequon)	
Cafe 1505	

Coldwell Banker	
Erik of Norway	
Yard Signs:	
Port Washington & Katherine Dr.	Brett
Near west entrance of Katherine Kearney Carpenter Park	
Near north entrance of Katherine Kearney Carpenter Park Zedler & La Cresta	
Zedler & Waterleaf Dr.	
Posters:	
Fiddleheads Mequon	
First Watch Cafe	
Form & Fitness	
Les Moise	
Yard Signs:	
Mee-kwon Golf	Christine
Corner of Highland and Green Bay Roads (2)	
Corner of Pioneer and Green Bay Roads	
Ozaukee County Ice Arena on Pioneer Road	
Garrisons Glen on Pioneer	
Posters:	
Panera	
Noodles & Co	
Starbucks	
Mathnasium	
Yard Signs:	
Mequon Nature Preserve – Wauwatosa Road	Laeh
Highland Road on Wauwatosa Road	
Schmit's Farm Stand at Donges Bay Road	
Posters:	
Ozaukee Child Care & Preschool	
Rangeline Preschool & Childcare	
Mequon Preschool	
Outpost	
Yard Signs:	
Oriole Lane on Highland	Rabbi Moshe
2620 W. Highland	
River Forest Drive	

Fieldwood on Nature Preserve	
Posters:	
UPS Store	
Chancery	
Yard Signs:	
Villa Grove Park	Tracy
Friestadt Road near Mequon Pizza	
Glaze	
Downtown Pizza	
The Ruby Tap	
Weyenburg Library	
Posters:	
BP Thiensville	
Fiddleheads Thiensville	
Brush & Bloom	
Weyenburg Library	
Yard Signs:	
Donges Bay & Le Mont	Lisa
Donges Bay & Rangeline Road	
Rangeline School	
Donges Bay & Lakeshore Drive	
Lakeshore Dr. near Virmond Park	
Missing Links	
Posters:	
Elegant Nails	
Kohler Credit Union	
Metro Market	
Mequon Ace Hardware	
Yard Signs:	
Richmond Investments	Vanessa
Foxtown	
Mequon Public Market	
Mequon-Thiensville Chamber of Commerce	
SuperSteel	
Sommer's Automotive	
Posters:	
Spur 16	
Fox Town Brewing	
Foxtown Annex	
Trailhead Recreation	



EVENT SCHEDULE
2024
NOON – 9:00 p.m.

Time	Event
12:30 PM – 2:30 PM	Main Stage: The Vee Three
3:00 PM – 5:30 PM	Main Stage: The Panoptics
Children's Area & Artists	12:00 – 6:00 p.m. Mequon Board & Brush Craft Area 12:00 – 7:00 p.m. Face Painter 12:00 – 8:00 p.m. Bingo the Clown Balloon Artist 12:00 – 8:30 p.m. Inflatables 1:00 – 6:00 p.m. Caricature Artist 1:00 p.m. North Shore Dance Studio 2:00 p.m. Bella Via Dance Studio 2:30 p.m. Story Time 3:00 p.m. More Happy Kitchens Food Demo 4:00 p.m. Beglan Irish Dancers 5:00 p.m. Christ Alone Children's Choir 5:30 – 8:30 p.m. Bubble Machines
6:00 PM – 9:00 PM	Main Stage: Failure to Launch
8:50 PM	Firework Show Sponsored by Sommers Automotive

SETUP

Main Check in (2)	8:30 to Noon	Christine M.	Jenne
Drive Flagger (1)	8:30 to Noon	Tracy	
Cedarburg Rd North-end	8:30 to Noon	Lisa L.	
Cedarburg Rd Center	8:30 to Noon	Vanessa	Miranda
Children's Area	8:00 - 11:30	Brett	Deanna
Children's Area Move-In Flagger	8:00 - 11:30	Laeh	
Homestead Parking Setup (2)	8:00 - 8:30	Christine M.	Jenne

Carrie (Floater)

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

Main Stage	
1130-9:00	Lisa L.
Children's Stage	
Noon to 1:00	
1:00 to 2:00	
2:00 to 3:00	
3:00 to 4:00	
4:00 to 5:00	
5:00 to 6:00	
6:00 to 7:00	