



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

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Wednesday, October 19, 2022
6:30 PM
North Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
- 3) Election of Chair and Vice Chair
- 4) Taste of Mequon Recap
- 5) Budget Update
- 6) Winter Wonderland
 - a. Map
 - b. Cookie Options
 - c. Ornament Station
 - d. Gingerbread Bounce House
 - e. Ice Sculpture Photo-Op
 - f. Holiday Story Contest
 - g. Choirs
 - h. Publicity
- 7) Next Meeting Date and Time: November 16 at 6:30pm
- 8) Adjourn

Dated: October 19, 2022

/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



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

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Wednesday, September 7, 2022
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 Tracy Johnson
 Committee Member Moshe Luchins
 Committee Member Christine McLean
 Committee Member Lisa Liljegren -- **Absent**
 Committee Member Miranda White -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. August 17 Minutes

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

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

3) Contract Additions

1. Bounce House Agreement

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

Attachment: Festival Minutes Sept 7 2022 (7834 : September Meeting Minutes)

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

2. Kim Guibord Updated Agreement

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

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

4) Final Festival Map and Vendor List

There will be enlarged maps of the vendor spaces ready for each member on Saturday morning. Committee Chair Nerbun reminded everyone to report if you see anything suspicious during the festival. It was suggested to give color-coded parking passes in the future so that it is obvious if vendors are entering at the wrong entrance. Committee Member Luchins suggested contacting Piggly Wiggly for a water donation for staff & volunteers. He also suggested a local photographer that would come for 2 hours for \$150. Committee Chair Nerbun moved to hire the photographer and Committee Member Hohn seconded. It was passed by voice acclamation. Committee Member Johnson created an event page on Facebook.

5) Winter Wonderland Update

a. New Date: December 11

Committee Member Hohn moved to approve the Kettle Moraine Carriage Contract for \$700 and Committee Member Luchins seconded. It was passed by voice acclamation. The Committee agreed to move forward with food trucks like Gouda Girls, Ruby Tap, or Drift. Also, to reach out to Shully's for hot chocolate and Sam Cutler for use of the Isham Day House. It was also agreed to still have people sign-up on-line for times with Santa even though a professional photographer would not be taking the pictures.

6) Saturday Work Plan

A. Meet at City Hall at 8am

Committee Member Johnson notified the Committee that she needed to leave before the end of the event on Saturday, but Committee Member Luchins said he could come at the end to help clean-up. Taste of Mequon t-shirts were handed out for everyone to wear.

7) Next Meeting Date and Time

A. October 19, 2022 at 6:30 P.M.

8) Adjourn

Committee Member Hohn moved to adjourn at 7:29 P.M. and Committee Member Luchins seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

10

Q2

If you sold items, how were your sales?

Respondent skipped this question

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

Respondent skipped this question

Q4

What did you like the most?

The Crowds

Q5

What did you like the least?

Nothing

Q6

How was move-in?

Great

Q7

How was move-out?

Great

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

Respondent skipped this question

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

10

Q2

If you sold items, how were your sales?

- Okay, pretty much what I was expecting

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

- Better

Q4

What did you like the most?

The ability to enter on the north end since we were the first spot on that side

Q5

What did you like the least?

nothing really

Q6

How was move-in?

smooth on our end

Q7

How was move-out?

smooth

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

You did a great job expanding the kid area

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

8

Q2

If you sold items, how were your sales?

Respondent skipped this question

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

Respondent skipped this question

Q4

What did you like the most?

Our spot #29 was great. Really enjoyed being a part of this event.

Q5

What did you like the least?

Respondent skipped this question

Q6

How was move-in?

Great

Q7

How was move-out?

Tricky to move out and have to walk, table, tent, totes back to a vehicle

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

Respondent skipped this question

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

7

Q2

If you sold items, how were your sales?

Respondent skipped this question

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

Respondent skipped this question

Q4

What did you like the most?

That all the kids stands were together in a kids zone

Q5

What did you like the least?

Seemed that the priority in all aspects were the food vendors. And there was NO media posting.

Q6

How was move-in?

Seemed the people running were overwhelmed and couldn't multi task with all the pressure

Q7

How was move-out?

Great! Someone noticed I was alone and packing up and helped me to my car. Much appreciated!

Q8

What do you think of the festival's current hours?

- Should stay open later

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

I think opening at noon is WAY too early. The first 3 hours we were pretty slow. It wasn't dead, but it DEFINITELY was busier starting around 3p.

Q10

Do you plan to participate next year?

- Maybe, not sure yet

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

10

Q2

If you sold items, how were your sales?

- Okay, pretty much what I was expecting

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

Respondent skipped this question

Q4

What did you like the most?

Our booth location

Q5

What did you like the least?

Not a ton of patrons

Q6

How was move-in?

Okay

Q7

How was move-out?

Okay

Q8

What do you think of the festival's current hours?

- Should start earlier

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

Bigger signs to advertise the festival. Consider advertising in local papers, etc.

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

7

Q2

If you sold items, how were your sales?

- Okay, pretty much what I was expecting

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

- Worse

Q4

What did you like the most?

organization

Q5

What did you like the least?

not sure

Q6

How was move-in?

Good

Q7

How was move-out?

Good

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

no

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

9.8

Q2

If you sold items, how were your sales?

- Awesome, higher than expected

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

Respondent skipped this question

Q4

What did you like the most?

all of it

Q5

What did you like the least?

no lighting

Q6

How was move-in?

smooth

Q7

How was move-out?

a bit chaotic

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

Add some lights in the streets after dark for patrons and vendors

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

10

Q2

If you sold items, how were your sales?

- Awesome, higher than expected

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

- About the same

Q4

What did you like the most?

The weather!! 😊

Q5

What did you like the least?

Nothing

Q6

How was move-in?

Great!

Q7

How was move-out?

Smooth!

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

Respondent skipped this question

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

8

Q2

If you sold items, how were your sales?

- Okay, pretty much what I was expecting

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

- About the same

Q4

What did you like the most?

steady flow of people

Q5

What did you like the least?

this was lack of power for food truck

Q6

How was move-in?

just fine, pretty organized

Q7

How was move-out?

good

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

i usually have no problems with electrical this year not enough power(i am @ end of the line of power but never had issues till this year, i was scrambling with extension cords to run the essentials, then those stopped, so i had to run my generator for 10 hrs hecktick way to start a long day, other than that all was good for 10 hrs

Q10

Do you plan to participate next year?

- Maybe, not sure yet

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

8

Q2

If you sold items, how were your sales?

- Okay, pretty much what I was expecting

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

- Worse

Q4

What did you like the most?

Event ended promptly & before 9:00

Q5

What did you like the least?

Food trucks / tents should be positioned according to trailer hitch (driver side vs passenger side), this will allow for more efficient exit

Q6

How was move-in?

Ok, need someone on site guiding vendors into their specific spot, our neighbor overlapped our booth

Q7

How was move-out?

Ok

Q8

What do you think of the festival's current hours?

- Too long, shorten them

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

Set up should be orchestrated & managed by the event team

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

9

Q2

If you sold items, how were your sales?

- Awesome, higher than expected

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

Respondent skipped this question

Q4

What did you like the most?

Well attended event!

Q5

What did you like the least?

nothing other than I'll sign up earlier next year to get a spot with the other retailers (we were in kid zone which wasn't bad though)

Q6

How was move-in?

Smooth - the staff working in the lots were great!

Q7

How was move-out?

No issues!

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

I think you should continue to target young families. What if you partnered with schools or Bella Via to have student performances during the day? That would draw more people (grandparents too) and Bella Via or whomever can get their name/product out there!

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

8

Q2

If you sold items, how were your sales?

- Okay, pretty much what I was expecting

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

- Worse

Q4

What did you like the most?

You guys are VERY organized!!

Q5

What did you like the least?

This event is called Taste of MEQUON, yet there are vendors from outside the area, especially ones that directly compete with Mequon businesses. Not a fan of this policy.

Q6

How was move-in?

Great!

Q7

How was move-out?

Great- easy as pie!

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

Limit participation to only local businesses.

Q10

Do you plan to participate next year?

- Maybe, not sure yet

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

10

Q2

If you sold items, how were your sales?

Respondent skipped this question

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

Respondent skipped this question

Q4

What did you like the most?

Great organization, music, food trucks

Q5

What did you like the least?

Respondent skipped this question

Q6

How was move-in?

Excellent. Very easy

Q7

How was move-out?

Could have used some help loading tents and bins for those leaving at 6pm. Maybe have some carts available since we had to walk to our cars

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

I should have had signage indicating face painting was only 2 hours. Parents were disappointed we stopped even after going beyond to 4 hours

Q10

Do you plan to participate next year?

- Maybe, not sure yet

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

10

Q2

If you sold items, how were your sales?

- Not so great, lower than I expected

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

Respondent skipped this question

Q4

What did you like the most?

People stopping by and saying; omg Armon's is here ! i heard that twice.

Q5

What did you like the least?

nothing !

Q6

How was move-in?

great

Q7

How was move-out?

great also. everyone was helpfull

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

not really, i think everything went so smooth, i enjoyed it !

Q10

Do you plan to participate next year?

- No

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

9

Q2

If you sold items, how were your sales?

- Okay, pretty much what I was expecting

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

- About the same

Q4

What did you like the most?

the people, the location

Q5

What did you like the least?

the darkness at the end

Q6

How was move-in?

good

Q7

How was move-out?

the long wait to get in to load the vehicle

Q8

What do you think of the festival's current hours?

- Too long, shorten them

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

Respondent skipped this question

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

10

Q2

If you sold items, how were your sales?

- Awesome, higher than expected

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

Respondent skipped this question

Q4

What did you like the most?

Atmosphere

Q5

What did you like the least?

Nothing

Q6

How was move-in?

Easy

Q7

How was move-out?

Difficult but if I would have parked different it would have Been easy

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

Respondent skipped this question

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

excellent

Q2

If you sold items, how were your sales?

- Okay, pretty much what I was expecting

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

- About the same

Q4

What did you like the most?

People

Q5

What did you like the least?

liked it all

Q6

How was move-in?

easy

Q7

How was move-out?

took a little time, but okay

Q8

What do you think of the festival's current hours?

- Works fine, Keep them the same

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

Respondent skipped this question

Q10

Do you plan to participate next year?

- Yes, definitely!

Q1

How would you rate your overall experience at Taste of Mequon 2022 (1-10 with 10 being the highest)?

10

Q2

If you sold items, how were your sales?

- Awesome, higher than expected

Q3

If you sold items and you participated previously, how were your sales this year compared to previous years?

Respondent skipped this question

Q4

What did you like the most?

Having food vendors across from crafts. This encouraged good flow of customers. Many didn't know crafters were going to be there.

Q5

What did you like the least?

Bathroom path was blocked by the dj. I'm in a wheelchair and it was difficult to get to the bathroom. Sidewalks should not be blocked.

Q6

How was move-in?

Excellent

Q7

How was move-out?

Excellent.

Q8

What do you think of the festival's current hours?

- Should stay open later

Q9

Do you have any suggestions that the Committee should consider for future years? If you need additional space, please email cenea@ci.mequon.wi.us

I wish I had known I could have stayed until 9 earlier. I would have sold out :)

Q10

Do you plan to participate next year?

- Yes, definitely!

1 inch = 50 feet



Attachment: Winter Wonderland 2022 Map Cedarburg Road (7823 : Festival Map)



GINGERBREAD CHRISTMAS BOUNCE HOUSE

13x13x14' Candy canes, gumdrops, and
bouncing gingerbread. Jump area and
basketball hoop.

Attachment: Gingerbread House (7825 :

Art Below Zero

6.e.1.a

Attachment: Happy

Happy
Holidays

Packet Pg. 20

SAVE THE DATE

6.h.1.a



City of Mequon Winter Wonderland

Take pictures with Santa in the Isham Day House or Judah the Maccabee in front of a Menorah, enjoy horse-drawn carriage rides, make your own ornament, sing carols along with local choirs, stay warm by bonfires, sip hot chocolate, decorate cookies, enjoy food from Mr. P's Grilled Cheese and beverages from Ruby Tap. Many thanks to event sponsor Kohler Credit Union!

SUNDAY, DECEMBER 11, 2022
3:30 PM - 6:30 PM
IN FRONT OF MEQUON CITY HALL

Packet Pg. 21

Attachment: WW Save the Date Updated (7826 : Save the Date)